

The Billboard

THE WORLD'S FOREMOST AMUSEMENT WEEKLY

THE THREE R's

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in

RADIO'S RATING RACE

A Hooperating Analysis
in the Radio Department

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From Legit to Air, Now Back to Legit

NEW YORK, April 13.—Mike Todd has acquired the 758-seat Vanderbilt Theater from A. Sheldon Jaffe at a reputed price of \$400,000. The house, now leased by American Broadcasting Company, will become Todd's after August 31. ABC, which found this one show-shop short by this transaction, has put out feelers for the John Golden Theater and is ready to close a deal. Winter Garden, a pic house this season, also is getting ready to go back to legit. Arthur Rank's British film outfit paid the "astronomical" rent of \$1,000 a day for the house and feels the stipend is too steep.

Legit will also welcome back to its ranks the old Winter Garden on Broadway and 53d Street. Theater, leased to CBS for several seasons, recently came into the possession of Oscar Hammerstein II and Howard Cullman.

Open-Air Ops Break Out in 6-Figure Rash

DAYTON, O., April 13.—Dayton and environs are breaking out in a rash of open-air theaters. Latest is Dixie Highway between Cincinnati and Dayton, south of Miamisburg. Interested in the venture are three local products dealers, R. O. Baker, Miami Springs, and D. E. and A. Clemmer, Dayton.

Layout includes a year-round skating rink; the Miami Cruise-in Open-Air Theater, accommodating 800 cars; 25-ft. drive-in, and approach range, two practice greens, 18-hole putting course and a car-shop sandwich shop. Opening is set for May 1 with Bob Stacker as golf pro. W. H. Moore and A. E. Clemens Jr., returned vets, have charge of the theater.

This is the fourth open-air to be announced in recent weeks. Two are scheduled for the area just west of the city, one of them by Herbert Ochs, now operating the only all-weather house here so far completed, the Drive-In, and another by Sam Lavin, wine merchant. Each is about a \$100,000 proposition.

Another nabe business center is scheduled for U. S. Highway 25 in Southern Hills between Dayton and Cincinnati, by Milton G. Snyder, Paul Klees and Skyline, Inc., all of Dayton. This is a \$200,000 proposition and involves a gravel plant, supermarket, filling station and restaurant as well as theater.

Still another coming up is contemplated for Upper Dayton View, and is reported to represent a \$150,000 outlay.

NEW WESTMINSTER, B. C., April 13.—Building permit for an outdoor auto theater was taken out here by Steele Johnson Amusements, Ltd., this week, to be erected on a 12½-acre site. The type of theater is popular in California and is the first to be erected in B. C. Plans call for patrons to drive into a parking area and view movies or stage shows from their cars. Refreshments will be served at a cafe building. Main center of the project will be for towers for projection equipment, a closed-in stage and dressing rooms.

Lunt-Fontanne Scholarship
NEW YORK, April 13.—Alfred Lunt and Lynn Fontanne have each sponsored a scholarship for the Professional Children's School. Awards will be made at PCS commencement exercises in May.

Anti-Showbiz "Vigilantes" Back at Same After Industry's Big War Job

Bluenoses Make With Needle Again

(Continued from page 3)
socked 300 smackners and the cast got 60-day suspended sentences.

In Providence, the State Legislature passed a bill to permit two additional Rhode Island towns—Cumberland and Hopkinton—to issue, through officials, licenses for Sunday shows and exhibitions. The bill originally ruled out Cumberland, a burg of more than 10,000 population, but an amendment squeezed it in before Governor Pastore inked the law.

In Minneapolis, efforts are being made by the International Order of Good Templars to have liquor license revocation made a prerogative of the mayor alone, and not of the city council as at present. Idea came in the form of a resolution passed by the IOGT at annual convention here.

Twin City Tram-Up
On Liquor Taxes

At the same time, the "let's put the bite on showbiz" mood has caught on in the Twin Cities. Hard on the heels of recommendations from Minneapolis that the burg take over duca tax, if and when Uncle Sam sloughs off part or all of the levy, comes a similar proposal in St. Paul, which adds also a hike in hootch taxes. St. Paul's Citizens Charter Committee reported to Mayor John J. McDonough late Thursday (11) two charter amendments, one which got all hands, empowered the city to collect taxes for general or special purposes as long as such assessments are within the State law. Under this proviso, duca, liquor and cigarette-tobacco levies could be made.

Montreal Dix Up
Old Sunday Statute

Watching and warding is not confined exclusively to the Yank part of North America. They've got it in Canada, too, especially in Quebec which, next to the Hub, has always been a quasi-claude. Last week, the Provincial police announced their intention of enforcing a long forgotten "no Sunday show" law against niteries which go full blast thru Satur-

day nights into Sunday mornings. A survey of Montreal reveals that clubs which are open between midnight Saturday and midnight Sunday are in violation of three laws administered by three separate police forces—the municipal police, the liquor police and the Provincial police. Understanding is that the first two will join the third in this clean-up campaign.

Opening gun was fired in the form of a Provincial police letter to all niteries ops to cancel their usual after-midnight Saturday shows. This was blow to the after-dark biz. Some operators showed up at 1:30 p.m. Others shuttered theirs completely. Notice came so fast that there was no time for some spots to make new arrangements and it fell to ork leaders at the Normandie Roof and at Morocco to announce the change from the floor.

You Have To Eat It
You Have To Drink It

Meanwhile, the Provincial liquor law, handled by liquor police, prohibits sale of booth on Sundays except between 1 and 9 p.m., and then only with a meal costing 40 cents or more. Law was pretty well observed until a few weeks ago when the last call being made at 11:45 p.m., so customers could line up their money to carry them thru the ban hours. Now, however, the papers have found clubs selling liquor after midnight and police claim they're going to clamp down hard on offenders.

Previous moral muzzles on Montreal niteries usually felt foul of inside political play. This time, however, the Bluenose Brigade figures to make to make sure sticks and will go to make the night spots by prohibiting drinking, dancing or shows over the Saturday-Monday period.

The Bluenoses Are
"Riding to Glory"

The Bluenose went on in other communities in the U. S., such as Miami, Modesto, Calif., and Norfolk. (Bluenoses Again Needing, Page 99)

Carnegie Hall Lowers Its Hyeberows—Beer and Bands

NEW YORK, April 13.—From Brahms to brew—the best beer of all comes to Carnegie Hall, and with music, too. Plan is to turn the long-hair house into a proletarian palace where pops will be played from the stage while the audience munches sandwiches and gulps beer (if there's any around) and beats time. It's the new idea, to go so-called in-lane of social.

Music-for-the-masses pitch will go on for seven weeks from May 4 to June 22 while Brahms, Beethoven and Bach, from their pictures in the hall, silently moan in agony. Seats will be priced at \$1, \$2 and \$3, with 2,200 pews going at the first two figures and 800 at the last.

All This and Butch, Too

Instead of tossing out the first ball (his former stint as mayor) Fiorello H. LaGuardia, UNRRA head, will wave the white flag and accept the festivities. No mean wand-waver himself, Arthur Rodzinski, Philharmonic's conductor, will carry on the program that night. Most of the ba-

sonniers will come from radio—Mark Wray, David Brookman, Joseph Bonine and Alfredo Antonini.

The 70-piece Philharmonic will play six nights a week and the hall will rest and the hall will go to a name band or a jazz concert. Benny Goodman and Xavier Cugat have already been signed for the series, and Duke Ellington, Tommy and Jimmy Dorsey, Artie Shaw, Frank Sinatra, Art Tatum and Woody Herman are dickering.

Idea is the brain child of Daniel Rybb, bull fiddler in the Philharmonic ork. He expects to give musicians work between seasons, give unknown talent a chance to perform.

Series is going in strong for special ticket sale will be a Viennese night, all-American night, Irving Berlin night, Richard Rodgers night, Victor Herbert festival, Jerome Kern night and a Scandinavian night. Beer pretzels, sandwiches with eye appeal" will be served upstairs in the boxes before the performance and during intermission.

USO-Lucky 13' Unit Aids in Disaster

HONOLULU, April 13.—USO-Camp Shows Unit 835, nicknamed "Lucky 13" because of the number of performers in the cast, has been awarded an official commendation for work done during Hilo's tidal wave disaster. Unit was playing at the naval air station at Hilo on April 1 when the tidal wave struck at 7:11 a.m. Immediately, members of the unit pitched in to help feed thousands of stricken civilians. Men in the outfit helped wherever needed, working in the navy mess line, driving trucks, etc.

Show included Les Lamarr and Poppy, Tommy Dowd, the MacNeil Sisters, Dorothy Fisher, Scary Urban, Doc Ohrel, Ross Trio and Raymond Pike Jr.

"Pygmalion" Cast, House Staff Cited in RC Drive

NEW YORK, April 13.—Cast of Pygmalion and Barrymore Theater staff made the largest contribution to the Red Cross 1946 fund drive to Ralph Bellamy, theatrical division chairman, Wednesday (10). In recognition of this, Mrs. Fergus Reid, assistant fund raising director for N. Y. Red Cross, will make personal letters of commendation to Gertrude Lawrence and Raymond Massey representing the company, and to Manager Sam Tauber for the house employees.

Company contributed \$1,100.74, of which \$904.24 came from proceeds of a backstage carnival arranged by Gertrude Lawrence. Personal contributions of cast and employees amounted to \$205.50.

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The Billboard also publishes:
The Billboard Music Year Book and
The Billboard Coin Machine Digest.

"FURY" BUT NO SURGE

NAB Came To Bury Caesar, But Finds Petrill Adamant; Lea Bill Gives HST Jitters

To Sign or Not Sign—That's the Question

WASHINGTON, April 13.—Girded as well as refreshed by a week-end of parleys at Virginia Beach, NAB President Justin Miller and two aids are hoping to make faster progress in resuming negotiations with AFM President James C. Petrillo and two associates at the conference in New York Monday (15). At NAB headquarters, an attitude of hopefulness was registered, but it was learned that Miller was not satisfied by the outcome of the opening sessions with Petrillo this week. The NAB boys, it was disclosed, had hoped that Petrillo would have been "at least a little less adamant" in view of Senate's passage of the Anti-Petrillo Bill which now awaits President Truman's action.

Meanwhile, at the White House the word is circulating that Truman is personally jittery over the impact of whatever action he takes on the Anti-Petrillo Bill, with a large segment of the American Federation of Labor personally inclined to be resentful if the President, by no action at the bill, become law automatically at the end of the required 30-day period. Those who had been hoping that Truman would veto the bill are now less sanguine, in view of growing reports in White House circles that administration leaders are advising Truman against tossing the bill back to Congress where a two-thirds overriding vote seemingly could be mustered.

Conflicting Views
One report is current that liberalizing Democratic spokesmen, especially some of the members of National Democratic Chairman Robert Hannegan's task crew, are advising Truman to make the gesture at least of vetoing the measure even though Congress would override the veto. Opposing this view is former FCC Chairman Paul A. Porter, who now heads the Office of Price Administration and who is on Hannegan's task force. Porter, according to an informed White House aid, is strongly encouraging Truman to let the bill become law.

Legislators are almost unanimous in the belief that if the bill becomes law it will be invalidated by the courts, which are certain to get an immediate challenge case from the AFM. Legal analysts base their judgment not only on a avowed study of the bill but also on expressions of opinion voiced by congressmen since the bill was sent to the White House.

A number of congressmen, it has been disclosed, have voiced perplexity over the merits of the bill, "duress" in the bill. One legislator, for example, pointed out that the bill would be able to make "a substantial case for 'duress'" by claiming it was seeking to fulfill Petrillo's original ends "without duress."

ATLANTA, April 19.—Statement by AFM Chief James C. Petrillo early this week that "50,000-watt station in Georgia employs three musicians at \$10 per week" drew a heated denial from John M. Ouler Jr., manager of WSB here. Stating that Petrillo is dealing in half-truths, Ouler added:

"Since WSB is Georgia's only 50,000-

watt station he must mean us. Let's keep the record straight. We have six AFM musicians on the pay roll at this moment and they're not drawing less than \$40 per week for one and one-quarter hours actual playing time."

WSB, affiliated Ouler, has spent \$22,500 or more per year for musicians during the last five years, and has on numerous instances hired extra musicians for special programs.

In the meantime, AFM's fight against mechanization approached the crisis stage this week, with Petrillo demanding large wage and employment increases from the film industry and indicating that he would maintain a similarly firm, hard-headed attitude with regard to radio. Petrillo's demands were significant of the AFM temper. In short, the AFM, as epitomized by Petrillo, is ready for a knockdown, drag-'em-out fight and is by no means as chastened as some segments of the film and radio industries had hoped.

AFM talks with film and radio execs, while in the preliminary stages, augur no peace for the future. Tinkering of the Lea Bill by the President would pave the way for an early test of the mooted constitutionality of the measure. Test could come in a number of ways. Union leaders expect the blow-off to occur with an out-of-town local clashing with radio over an employment problem, thus precipitating an AFM strike against a network. Petrillo, according to AFM spokesmen, may then be indicted according to provisions of the Lea Bill, and final disposition would be up to the Supreme Court.

Petrillo Neck May Be Out
AFM is prepared to go to such lengths in its thinking is that the Lea Bill means an open shop on the air and a severe setback to the AFM's long struggle to regulate what it considers inroads on employment. Additionally, current administration (Petrillo Asks More \$5 on page 20)

Upton Close Seg Canceled by WIBG

PHILADELPHIA, April 13.—Following motion by WIBG's board of directors, the station yesterday canceled Upton Close. Apparently, a resolution urging Close's removal by the station and FCC, passed unanimously Wednesday (10) at a meeting of the board of directors, the local chapter of Independent Citizens Committee of the Arts, Sciences and Professions (ICCASP), had something to do with it, since the action coincided with the ICCASP's last session last airing on the station is May 7, the Mutual network taking advantage of the 28-day cancellation notice clause, although WIBG asked for immediate cessation.

WIBG received "some" letters of protest from listeners and from two other organizations, but a labor union, voiced its protests to an advertising agency placing byness on the station. While no public statement (See WIBG Cancels Out on page 13)

Splitting Airs

NEW YORK, April 13.—This town is being served by three stations on the new FM broadcasting band—WNYC, 96.1 mc., WABC-FM, 96.9, and WHNF, 99.3—together with stations WQXX and WABF which are airing on both the old and new wavelengths. With the last two named, five program skeds are available to set-overs who have new FM receivers.

Only ache here is that estimates place the number of these receivers at from 12 to 50. In other words, if the audience were equally divided, each station would have from 3 to 10 faithful followers.

Ford II Foot In Pix Door for Summer Show

HOLLYWOOD, April 13.—Ford Sunday Evening Hour will take on a format with a pix twist when it fights the Motor City for 13-week Hollywood start starting June 30. Shows will spotlight motion picture news, feature music people as weekly guests, and showcase new screen vocal talent. Leigh Harline, RKO pictures batman, will be musical director and will front 40-man orchestra plus 12-voice chorus. Alfred Drake gets singing emcee job, with production chores going to George Zachary and scripting to George Faulkner.

Airer, however, will not limit himself strictly to screen clippings, but (See Ford Foot in Pix on page 12)

Coast Flacks May Have To Shift Union Affiliation to RWG

HOLLYWOOD, April 13.—Status of radio publicists' pacts here hang in mid-air until decision is reached next week if Screen Publicist Guild will continue to exist or be absorbed by the rival group which is linked with IATSE. Should latter group win election, radio publicists will not be admitted, radio unions want to keep membership restricted to pix praisers.

SPG now holds pacts with both ABC and CBS. Guild IA group, win air, flacks will tie-up with Radio Writers' Guild or other AFL union.

\$235 Monthly Minimum Set By ABC-Chi RNC Contract

CHICAGO, April 13.—Contract between Radio Newswriters' Guild and American Broadcasting Company (Midwest Division) was agreed upon this week by the Guild and the web after three and one-half months of negotiations.

Guild had asked for increases totaling almost 100 per cent, but settled for 30 per cent, with 10 per cent increases up three years, the period of the contract.

Minimum monthly amount agreed upon for a new writer is the same as established by CBS and NBC here—\$235. ABC employs three newswriters in Chi and is contemplating adding one more.

Barber, Foxx Will Crusade

Dirty streets, truancy, fem hat-doffing and sandlot leagues may be on skeds

NEW YORK, April 13.—Sports broadcasts, especially play-by-play baseball as a vehicle for public service, were pitched, this past week, by Red Barber (WHN, New York) and by Jimmy Foxx (WEEI, Boston) both of whom have a social following. Idea in both cases, and these cases are multiplied a hundredfold thruout the nation, is to continue the job that these airings have done for blood banks, Red Cross, the USO and the other "worthy causes" during the war, but to continue them as personal causes of the sportscaster. It's Barber's plan, for the instant, to look for "things close to the heart of the fans" that need doing. He feels, and so the sponsor, Old Gold, and the station, WHN, that the appeals won't "louse-up covering the game," but can be handled as simply as a comment about a gorgeous fem in that third-base box.

Jimmy Foxx, who has a terrific "Woman's Day" following, was sold by WEEI almost as soon as he was announced for the air. Station had been doing a sports job, but had folded, CBS station brass handling the operation, has finally okayed a sports slant to the operation, which (See Barber and Foxx on page 11)

Chi Tribune Buys Nielsen Service To Hypo Air Competish

CHICAGO, April 13.—The Chicago Tribune, owner of WGN, local MBS outlet, this week signed a contract to purchase the Nielsen Radio Index, and by so doing, became the first newspaper in this country to buy the Nielsen service. WGN also will use the Nielsen service "to improve its program."

According to W. J. Byrnes, head of the Trib's business survey department, it has long been a policy of the Trib to make as close an analysis as possible of the radio medium, both to see ways in which radio competed with newspapers and also to see if some of the success records claimed by radio were valid. So far, he said, other radio stations had not been able to supply this info on a consistent basis. He admitted that radio was a formidable competitor of newspapers, and stated that by knowing as much as possible about the medium could Tribune execs expect to keep abreast of its development and competition.

Byrnes also stated that because a large number of advertisers were now using two or more media—radio and newspapers for example—the Trib wanted to get itself in a sound position, enabling it to assist such advertisers in planning duomedia campaigns. He explained that with the help of information gathered from the Nielsen service, the Tribune company would be in better position to sell advertisers on deals involving use of both the paper and WGN.

Clock Switch April 29 Has Coast Nets Groggy; ABC Is Near Hit; May Ax Shows

Change May Bring A.M. Audiences Out in Moonlight

HOLLYWOOD, April 13. — With April 29 breathing down their necks, net execs here are on an aspirin diet trying to work out a program that will come with Daylight Savings Time. East's return to its summertime clock-turning practice will throw a heavy programming load on Coast radio. Now that the time difference will exist between oceans, non-daylight Midwest dialers will have to bend ears westward one hour each night for warblers. Critical slot here will be 9 to 10 p.m. PST. At that time (1 a.m. EDT) New York and Chi lines are down, which means that a majority of Midwest and Mountain affiliates will have to be fed by the Coast. An hour per night (except Mutual) throws the burden of 21 hours programming on the Coast. Mutual is solving the problem with its zone-by-zone off-the-air transcriptions. The Billboard, April 6. Chief headache, what will Web use to fill the extra time?

Indications are that the next few weeks will see a mad scramble for band remotes, bottom drawer sustainers—anything will go just to fill the slot. The Billboard survey of nets here revealed, that none has anything definitely set, but that they will be busy hustling this week. Both ABC and CBS have general ideas on how they will handle the extra hour, but at the week's end neither would say what it will use as filler. NBC made no mention of what it will do. It reveals that the schedule was still up in the air, and looked hopefully toward this week's developments.

ABC Worst Hit

ABC is currently changing its line set-up for feeding Mountain States coast. That the Rockies region will get Coast programs. Web here is the latest hit of all by the clock switch, having its load almost doubled. In some instances it will be piping out three shows simultaneously. It will be feeding the Mountain area with one show, the Northwest with Coast commercial, and its four Southland affiliates with a third (probably a playback of an earlier C-to-C show). This means plenty of headaches for ABC-ers, in that the web here is ready caught in a painful studio space squeeze with no relief in sight.

CBS will have somewhat of a similar problem, but will suffer less in that it has time to add new radio facilities. It will air Pacific net commercials such as *The Whittier*, which comes during a critical hour, and will pipe band remotes or sustainers in back of its regional bankrolled shows. Web is eyeing the line to the Midwest and Rockies as an opportunity to showcase new packages which it hopes to build during the summer. Hours of live broadcast means of testing talent and package ideas. Band remotes and studio musicians will be used for fillers.

Different Since War

Fact that War Time replaced Daylight Saving for the past three years adds to current complexity. Program and time schedules for pre-war years had something to go on by following the pattern of the previous year. Past few years, however, have brought numerous changes, such as new shows, time switches, etc. Hence, net men have to almost start from scratch to straighten out the situa-

tion. Some who are tackling the problem admit that everything is in a muddle as the time-switch day nears.

Daylight Saving is causing still other worries for radio row. With a good many Hollywood originals depending on audiences, the earlier broadcast time will prove a troublemaker. Morning shows (Tom Breneman, *Glamour Menor*), already depending on palmer to get up at the crack of dawn will now have difficulties increased. Other audience participation shows which now tee-off in midmorning and don't pull too many seat warmers may find the hour difference disastrous, with housewives too busy at home at the new time to catch the show. Night-time segs for Eastern ears, already originating during early evening, also have their headaches. Of course, top shows will always get a full expect trouble. Afternoon slots find men still at work and women too busy for showgoing.

SCB Gabbers Vote Strike While AFRA Confabs a Boost

HOLLYWOOD, April 13. — Just when everything looked like it was about settled in the American Federation of Radio Artists' beef with Southern California Broadcasters over the pay boost for indie station announcers, gabbers last week voted to walk out from the 12 outlets. Both sides refused to comment on the reason for AFRA's sudden strike move at a time when agreement between the two groups appeared within reach. They're sticking to their mutual pact of a press blackout until the matter is settled.

Some Unsettled

However, The Billboard learned that when negotiations seemed headed for satisfactory conclusion (Broadcasters and AFRA Exec Secretary Clarence McGee had reached compromise which AFRA felt would be acceptable to gabbers), some among the voters felt the SCB pitch was insufficient, and pressed for a strike. The more conservative in AFRA ranks disagreed, with the final strike tally coming close.

Understood that the reason why a number of them voted for a walkout was to remind SCB that they can pull the squeeze on stations and for them to cough up more coin. Others, however, who think now is the time show strength, would like to pitch the strike for a while longer.

Boost Offered

AFRA entered negotiations demanding a substantial boost, claiming that broadcasters were taking advantage of gabbers because the guys were part of a glamor industry, were willing to work for peanuts. Rates ranged from \$37 to \$55, depending on station size. Indies agreed that voices should get a hike, but they will pay the AFRA demands, saying it was unfair the established broadcast of 18 per cent. Understood broadcasters had already agreed on a boost of 35 per cent in some cases in compromise talks which preceded the strike vote.

Flacked Out of Biz

NEW YORK, April 13. — Checking on the National Broadcasting Company's mailing list recently, Syd Eiges received a returned postcard from a newspaper that had gone out of business.

Card, however, had reached the original publishers who wasn't content with just that "going out of business" line. Said the pub, G. R. Hindman, of Altkin, Minn., "Out of business, ran too much free material."

WMAQ Debts Air Paper, Prepped By Chi H-A, NBC

CHICAGO, April 13.—A coup to nuts radio newspaper, said to be the first of its kind on any station in this country, will start on WMAQ, local NBC 6-and-0 station Monday (15). Foundation of the program, to be aired 12:45 to 1 p.m. (CST) weekdays and 11:45 to noon Saturdays, will be wire-recorded broadcasts made at scenes of news events in this territory. In addition, the series will include plenty of sports coverage, feature material, and even drama reviews and excerpts from current dramas, featuring the legitimate cast members.

Series is to be sponsored by The Chi Herald-American, with NBC special events and news department members under direction of Bill Ray, news chief, providing on-the-scene coverage most of the time. At other times, members of the H-A staff will be featured. Latter group will include reporters, and in the case of legit news, the paper's critic, Ashton Stevens. Show will even include interviews of H-A editors who have covered stories and have come back to their city room to write their pieces. For the first 13 weeks, at least, the H-A will divide production costs, but the paper will pay for time.

For the series, NBC will use on each show an announcer, director and engineer. Bud Thorpe, former news special events director of WOAI, San Antonio, has been hired to do most of the announcing. Sheldon Peterson, member of Ray's staff, will do the directing.

Ironically, the just one 50,000-watt station in town now plans to similar programs utilizing the co-operation of newspaper and station staffs. One station, in fact, had the program on for a similar series made to it more than three years ago.

"Rogue's Gallery" For 2-Net Airing

HOLLYWOOD, April 13.—Dick Powell—*Rogue's Gallery* mystery seg, currently on Mutual, is set to take over CBS' 2-Net Sunday evening slot during summer, spot when it started. Deal now in ink stage, calls for full web coverage on both nets starting in June—1949 stations on CBS and 249 on Mutual, for a total of 448 outlets. F. W. Fitch Company continues sponsorship of both segs. Dual net coverage will give thriller largest number of outlets any commercial seg. Show will use different scripts for each net airing carrying thru on same format, characters and story line. The series, Ray Buf-tum will continue to do major scripting, with free lance stories to be bought as fill-ins. Deen Englebach will handle both production chores.

NBC Listeners Data Distributed To Net Insiders

NEW YORK, April 13.—Since CBS did not process its ballots (1944 Listening Force Survey) beyond its own network and affiliates, NBC this week distributed internally the figures which it developed from its "all sources" for NBC and CBS. Figures given to the radio department for 1944 are based upon the U. S. Radio Family Census of 1940 and were also projected upon the official census department's "estimated" number of radio families for January 1, 1945.

Basis of the figures are, of course, NBC's "regular listening" question on its survey card, a question which is still a matter of dispute, since audience researches gather, since "regular" is not defined on the card. CBS's convention is that a network's job is to "service its clients" and not to process competitive figures.

The NBC figures show:

	Day	Night
U. S. Radio Families (1940).....	28,829,280	28,829,280
NBC (Regular Listeners) (1944).....	18,623,280	24,716,274
CBS (Regular Listeners) (1944).....	16,159,287	20,940,401

If the 1944 figures are logically be projectable against 1945 radio families, NBC shows the following index:

	Day	Night
U. S. Radio Families (1945).....	32,100,000	32,100,000
NBC (Regular Listeners) (1945).....	21,500,000	28,400,000
CBS (Regular Listeners) (1945).....	18,500,000	24,200,000

NBC Percentage of U. S. Radio Families 65 86
CBS Percentage of U. S. Radio Families 56 73

Percentage figures, of course, are the same, regardless of the radio population figures against which they are projected. CBS's figures, when they were projected some years ago, gave the nation to CBS in the daytime and an edge to NBC at night. However, in deference to affiliates, Columbia didn't even release the member station data. That says Dr. Stanton's up to the individual station. Columbia presents its own coverage figures—and in every form that its sponsors and agencies desire to have them.

So for comparative figures, the industry, until BMB deliveries, will have to cut into music files released internally by NBC.

Shores No Voice Forces Wax Repeat

HOLLYWOOD, April 13.—Voice crack-up suffered by Dinah Shore during a few minutes of her Thursday night (13) radio show forced NBC to break long-standing rule and air playback of first broadcast for a Coast repeat. This marked first time since the war when instead of live repeat with exception of Mr. Hush repeat show on recent *Truth or Consequences* seg.

Miss Shore's voice gawr out during a bit of dialog five minutes before end of show. Bing Crosby, waiting to do a show following end of short seg, volunteered to fill in but couldn't do it since music arrangements were in wrong key. Violinist Vic Arnold and Ken Lane Choral Group filled in remaining air time.

Thrush's heavy pix sleds, recording sessions, and the room arrangements were blamed for crack-up. Clinician condition was diagnosed as bad case of laryngitis, but she is expected to be back on air next week.

"Audience-Overriding" Stations

Outlet for Thinking Listener Hirschmann's Blueprint for WABF in Metro Tele Buy

Operation Will Be in Red for Year—Maybe Two

NEW YORK, April 13.—Ira Hirschmann, erstwhile Philharmonic commentator and head of the Friends of Music, has at last landed a broadcasting station. Hirschmann, who has made most of his coin as an advertising and promotion head of department stores but whose heart has always been linked with longhair music, has finally (pending FCC approval) purchased Metropolitan Television, Inc., which, in keeping with the best longhair tradition, is actively operating only an FM sound transmitting station, WABF.

Backing Hirschmann are most of the people who have been affiliated with him in the operation of the Friends of Music, with none of the merchandising fraternity taking a piece of the station. Names of backers were not made public in his bow-in party (Wednesday, 10) for reasons that sounded like double-talk. However, among rumor's children tagged with an interest was none other than ex-Mayor LaGuardia.

A&S First Sponsor

First sponsor, when, as and if the station goes commercial, stated Hirschmann, would be Abraham & Strauss. However, he made it plain that Bloomingdale's (which with A & S owned the station) would have no part, as a time-buyer or otherwise, in the new way. James S. Seuff, proxy of the "B" Store, did not see eye-to-eye with I. A. H., and that this was one of the reasons why Hirschmann decided to become a broadcasting "magnate."

Station will continue to air on the old FM wave length, 47.5 (to which practically all FM receivers can tune) and on the new wave length of 98.5 for which there are practically zero receivers on the market. Station will not attempt to sell time on either wave length for at least a year, which means continuous red year, which means continuous red operation for that period and no

Zeisel Report Tabs Listener Study Muffs

Technique Changes Suggested

NEW YORK, April 15.—McCann-Erickson today backed up its key research director, Marion Harper, by doing what few advertising agencies have been willing to do thus far. It made a radio audience measurement in a 51-page report prepared by Dr. Hans Zeisel, of the M-E central research department. Report is an excellent example of what an independent "research authority" could do for broadcasting, and while its findings will not be accepted 100 per cent by any segment of the business, a (See Zeisel Report Tabs on page 13)

doubt for at least another year. This requires a bank roll that can take it, as the station wants to continue experimentation during this period.

Revolution Level

Hirschmann is committed to the theory that the audience has reached a point of "revolution" in its listening to broadcast news and informative programs, and stated as much at the press conference. Said Hirschmann, (See Hirschmann's Op on page 34)

Milwaukee's 4th Outlet

MILWAUKEE, April 13.—This city is set for a fourth outlet, a 250-watt daytime station with frequency of 880 Kilocycles and call letters WFOJ. Station is set for operation within one month. Directors of the Wisconsin Broadcasting System, Inc., owners of the outlet, are Charles Lanphier, now general manager of WEMP here, Stan Nastal, State Senator, Robert Teban and Congressman Thad Waukegan. Waukegan will be managing WEMP for the last 10 years, is resigning to devote full time to the new enterprise. John Ernest Roe, Madison, a partner in WEMP operation, will manage WFOJ.

Radio Turns Air Scripters Into Grub Streeters, FCC Reveals

WASHINGTON, April 13.—Top ranking radio industry folk here see the possibility that Federal Communications Commission might be pulling back its horns on the issue of "commercial excesses" because of the quiet manner in which FCC slipped into the laps of the press Friday (12) a dynamite-laden report showing exactly some of the shinks FCC was seeking to prove in its recent report on public service responsibility of broadcast licensees. Without a word of comment and without attempting to condense the data into press summaries, FCC left to the press the job of wading thru a mass of exhaustively compiled data which leads only to one conclusion: radio writing talent gets paid little more than secretarial and janitorial help and far less than commercial employees.

Talent No Dough

The study, the latest in a long series, reveals that the trend in radio stations of paying more for commercial men than for talent has become more intensified during the past year, although that trend has been often lauded by Commissioner Clifford J. Durr. Using a base week in October for comparison, FCC survey shows that average pay for commercial executives in 1945 was exceeded only by the managerial staff, with announcers, writers, and staff musicians far down the list. Even the outside salesmen, according to FCC, were far better paid than the boys who supply the talent. Average 1945 pay for the salesmen was a little over \$100

No Backlog Credit In Commercial Radio

NEW YORK, April 13.—Stating an agency's radio department is only as good as tomorrow's commercial broadcast, Joe Moran, Young & Rubicam radio exec, stressed the continuing need for sound commercials at the Thursday (11) meeting of the American Association of Advertising Agencies at the Waldorf. Radio's a bust when its commercials are no good, he said, and added that "new ideas are needed and new methods indicated."

Tracing the development of commercials since the beginning of the industry, Moran said, "we've come a long way . . . with the war over . . . words that sold ideals must again sell merchandise . . . in ever-increasing quantities." He hit at ineptly-written and badly produced commercials as failing to aid distribution.

Moran illustrated the growth of various desirable characteristics now found in commercials, such as simplicity writing which appeals to the ear, dialog, etc., and he touched on the fact that radio finally developed a group of scripters devoted to writing radio advertising exclusively. "Commercials," he added, "should be in the mood of the show, and blend in and out of the entertainment."

Comparing commercial blurs over the years, Moran said a lot has happened in "one-seventh of a lifetime, but a lot more must happen in the next 10 or 12 years." He emphasized the need of experience, judgment, ingenuity and research to make commercials effective.

Hooper's B.B.B. 1945-46 Tab

WTAR, KARK, WOW, WKY, WBEN deliver "bonus listening" on net's "first fifteen"

By Joe Koehler

NEW YORK, April 13.—For the second year, station toppers rather than networks, are tabbed by *The Billboard*, and the picture has changed, with five stations breaking into No. 1 evening-slots. A first term on Sunday. Daytime report has four new leaders. This disproves the theory of the "every two years" circulation exponents, for a better than 25 per cent change in one 12-month period should be to time buyers without delay—regardless of whether or not BMB (Broadcast Measurement Bureau) or any other research organization decides that every two years is time enough.

Outstanding in delivering audience for network leaders (and a surprise local topper) is WTAR (Norfolk-Portsmouth, Va.). Time buyers admitted that they knew this station was doing a top job but expected that the listening index would be off after the war, since the area is a naval center and population as well as listening was due for a decline. Not that it wasn't a strong contender in the Hooper City Sweepstakes last year, with one nighttime leader, Edgar Bergen, and one daytime topper, Just Plain Bill.

However, this year it showed its heels to station leaders, delivering top audiences for four nighttime shows and three daytimers, one of the few evening top-rated stations to do so the same thing in 1945.

Time sponsors. Not stopping with being first seven times, it breaks into the "first five" six more times in the evening tabulation and two extra times in the daytime. It's an amazing picture of what a station can deliver to a network rating. For while the ABC outlet (WGH) and the NBC corollary (WVBE) are in competition, are not super power, WRVA, the nearest CBS station at Richmond, Va., is a 50kw. operation and a station that's out to wring every listener from every ear that it airs. WTAR picture tops by a shade the job done by KARK, Little Rock, but the former is in a crowded cosmopolitan area and the latter is in how-to-do-it in a far-from-Main Street section.

WTAR's evening report card looks like this:

Program	Net	City Bonus	Rating	Hooper Points	Rank
Jack Benny	100	10	100	100	1
Fred Allen	90	10	90	90	2
Edgar Bergen	80	10	80	80	3
Gibson	70	10	70	70	4
Glenn Miller	60	10	60	60	5
Jack Benny	50	10	50	50	6
M. D. A.	40	10	40	40	7
Anna M. L.	30	10	30	30	8
One Man's Family	20	10	20	20	9

Shown among the first five stations on each program.

In the daytime, the teacher marks WTAR in this fashion:

Program	Net	City Bonus	Rating	Hooper Points	Rank
Walter Winchell	100	10	100	100	1
Marion	90	10	90	90	2
Portia to Happiness	80	10	80	80	3
Paula Dallas	70	10	70	70	4
Florida Faces Life	60	10	60	60	5
Brown	50	10	50	50	6

(See Audience—Delivering, page 18)



THE PUBLIC SPEAKS...

Color television has now been shown to groups of non-set owners and owners of black-and-white sets. These groups speak for the audience television must create for itself. Impartial observers well-known in the fields of research and psychology attended the survey sessions. One was C. E. Hooper, who said: "I feel that Columbia leaned over backwards in being fair." Here's what the public says:

...GREATLY PREFERS COLOR, AND HERE'S THE EVIDENCE:

Both groups were given a check-list of 22 words to be applied either to color or black-and-white television. The words picked give the predominant reactions to each:

	NON-SET OWNERS	SET OWNERS		NON-SET OWNERS	SET OWNERS
For color	"Beautiful"	"Beautiful"	For black- and- white	"Acceptable"	"Acceptable"
	"Brilliant"	"Brilliant"		"Passable"	"Passable"
	"Exciting"	"Exciting"		"Drab"	"Tame"
	"Clear"	"Magnificent"		"Dull"	"Drab"
	"Magnificent"	"Easy to see"		"Tame"	"Dull"

- Only 1 out of 12 non-set owners (and only 1 out of 8 set owners) agreed with the statement, "I am completely satisfied with the television now being broadcast. Black-and-white is good enough for me."
- Only 1 out of 4 non-set owners and the same percentage of set owners agreed with the statement, "I would rather have a 16x22 inch picture in black-and-white than an 8 x 10 inch picture in color."

overwhelmingly picks color television

- Only 1 out of 8 non-set owners (and 1 out of 7 set owners) agreed with the statement, "It would be better to spend money to improve the quality of programs in black-and-white than to spend it to develop color television."
- Only 1 out of 4 non-set owners (and 1 out of 12 set owners) agreed with the statement, "I would be completely satisfied with the quality of black-and-white television if I could get a larger picture."

...WOULD PAY MUCH MORE FOR COLOR, AND HERE'S THE EVIDENCE:

The question asked: "...if you were buying a new set, what is the most you would pay for one with a black-and-white picture 8 x 10 inches...or a color picture the same size...?"

The median answer of non-set owners was 49% more for color. The answer of set

owners was 34% more for color.

The same question was asked in connection with a 16 x 22 inch picture.

The median answer of non-set owners was 40% more for color. The median for set owners was 28% more for color.

...WOULD WAIT FOR COLOR, AND HERE'S THE EVIDENCE:

Those who did not already own television sets were asked: "What is the longest time you would wait for color after black-and-

white sets are on the market?" 7 out of 10 gave replies ranging from one year to "indefinitely."

LET US SEND YOU A COPY OF THE STUDY. Its findings are of vital interest to everyone in any way responsible for planning his organization's investment in television. Address, Columbia Broadcasting System, Dept. T, 485 Madison Ave., N.Y. 22, N.Y.

COLUMBIA BROADCASTING SYSTEM



FM as Ad Medium 5-6 Years Away —JWT's Spencer

NEW YORK, April 13.—Frequency Modulation broadcasting may not be an important advertising medium until five or six years hence, according to Abbott K. Spencer, J. Walter Thompson exec, who addressed a gathering of agency men Wednesday (10) at the meeting of the American Association of Advertising Agencies at the Waldorf. Spencer pointed out that advertisers could not consider this form of broadcasting as an important factor in distribution either in 1946 or 1947. It will take at least four or five years, he added, before one-half the radio homes can obtain FM receivers. On the basis of manu-

facturers' estimates, Spencer said, about 20 per cent of receivers manufactured in the next two years will be suitable for both AM and FM reception. One of the manufacturers this year is scheduling receivers for FM only. He dampened the FM picture further by pointing out that since the FM listening audience is negligible, and since the American Federation of Musicians insists on a double fee in the event AM music is piped for use over FM, advertisers would find the expense of FM broadcasting out of all proportion.

The JWT exec cleared up what he called two general misconceptions regarding FM. It is not true, he said, that FM coverage is limited to the horizon. It may extend 50 or 100 miles beyond. Secondly, for really high fidelity reception, an expensive receiver is necessary, just as is the case in good AM reception.

THANKS...

And a Promise From

One of America's Outstanding Independent
Stations to the Nation's Radio Editors and
to Billboard!

We are proud to have been
singled out for the public service
rendered last year by our UNO
Coverage. . . . We feel that
this signal recognition carries
with it an obligation to continue
to serve our community fully in
every way in our power.

Through more energetic coverage
of the news in our hourly
Timeclocked News. . . .

Through additional carefully
prepared programs and features
that will contribute to the public
welfare. . . .

That is our pledge!

★ ★ ★

Represented By

ADAM J. YOUNG, JR., Inc.

New York - Chicago - Los Angeles

San Francisco

KYA
SAN FRANCISCO

STATION NIGHTTIME AUDIENCE RATINGS OF TOP NATIONAL NETWORK PROGRAMS



Based upon the C. E. Hooper "Continuing City-by-City Measurements of Listening" Reports covering Oct., '45 thru Feb., '46.

Vol. II	Issue I				Hooper City Five Month Rating	April, 1946
Program	March 20th Reporting	City	Station			Competitors
FISHER MOORE & MOLLY	26.6	Tulsa Little Rock Wichita Cincinnati Des Moines	KARK KVOO KANS WOL WHO	43.0 43.0 42.2 40.1 39.1	KOH, KLA KVOO KPH, KPH WOL KENT, KEO	
GODAR BERDEN	27.2	Buffalo Norfolk Portsmouth Tulsa Oklahoma City Portland, Me.	WSEN WTAR KVOO WKY WDSH	55.9 24.7 22.4 22.1 22.0	WNL, WEEB, WGB, WGB WGB, WVA, WAP KOTL KOTL, KMA, KOY WGAN, WNAO	
BOB HOPE	27.1	Oklahoma City Denver Pittsburgh Omaha Des Moines	WKY KOA KDKA WDW WHO	48.3 39.3 38.4 37.7 37.3	KOTL, KMA, KOF KPH, KLA, KME KQV, WAE, WJAB KNSW KNS, KFAR, KMA, KOL KELT, KEO	
JACK BERRY	26.4	Norfolk Portsmouth Providence Boston Cincinnati St. Louis	WTAR WJAR WJAZ WOL KSD	34.2 23.4 23.4 23.3 27.3	WGB, WVA, WAP KMA, WVA, WAP WGB, WVA, WAP WXY, WXY KNS, KWE KCO, WIL	
FRED ALLEN	24.1	Norfolk Portsmouth Buffalo Seattle Denver Oklahoma City	WTAR WSEN KOMO KOA WKY	30.7 30.0 29.6 28.6 27.4	WGB, WVA, WAP WNL, WNL, WNL, WNL KPH, KJB, KOL KNS KPH, KLA, KTYR, KVOO KOTL, KMA, KOY	
SORBER BUILD	23.3	Wichita New Orleans Kansas City St. Louis Indianapolis	KPH WNL KMSO KMOX WFSB	28.6 27.6 27.5 26.4 26.0	KANS, KPH WNL WNO, WNO KMO, WNO WNL WNL, WNL, WNL, WNL	
BIRD GOSBY	21.7	Omaha Buffalo Nashville Akron Des Moines	WOW WSEN WGM WTAR WHO	21.1 20.7 22.8 22.3 21.5	KBN, KFAR, KMA, KOL WNL, WNL, WNL, WNL WNL, WNL, WNL	
RADIO THEATER	21.7	Birmingham Worcester Yonkers Newark Kansas City, Mo.	WDSI WFSB WGB WHEO KMSO	25.1 25.0 24.6 24.2 23.7	WARM, WEA, WJZ WNL, WNL, WNL WNL, WNL, WNL WNL, WNL, WNL	
RED SKELTON	20.3	Oklahoma City Denver Omaha Tulsa Indianapolis	WKY KOA WOW KVOO WIRE	62.8* 60.8* 50.1* 28.7* 28.2*	KOTL, KMA, KPH, KLA, KTYR, KNS, KFAR, KMA, KOTL KOME, KOTL KOTL, WNL, WNL, WNL	
MR. D. A.	20.3	Little Rock Buffalo Pittsburgh Norfolk Portsmouth Jacksonville	KARK WSEN KOKA WTAR WJAX	32.9 28.6 26.1 27.6 27.6	KOH, KLA WNL, WNL, WNL, WNL KQV, WAE, WJAB WGB, WVA, WAP WNL, WNL, WNL	
JACK HALEY	19.0	Omaha Buffalo Norfolk Portsmouth Pittsburgh Cleveland	WOW WSEN WTAR KDKA WTAR	26.4 24.7 24.7 24.3 24.3	KBN, KFAR, KMA, KOL WNL, WNL, WNL, WNL WGB, WVA, WAP KQV, WAE, WJAB KNSW	
GODDIE CARTER	17.2	Norfolk Portsmouth Little Rock Cincinnati Nashville	WTAR KARK KANS WNL WGM	27.8 27.8 26.7 26.7 26.7	WGB, WVA, WAP KPH, KLA KOTL, WNL, WNL, WNL WNL, WNL, WNL	
AMOS 'N' ARDY	16.6	Little Rock Cincinnati Tulsa Norfolk Portsmouth Kansas City	KARK WNL KVOO WTAR WDFR	50.3 50.3 28.1 28.1 28.1	KOH, KLA KOTL, KLA KOME, KOTL WGB, WVA, WAP KNS, KNS KCO, WNL	
DEATY GILBERTS	16.6	Norfolk Portsmouth Ball Lake City Seattle Portland, Ore. Cincinnati	WTAR KOTL KOMO KOW KOW	32.0 30.8 27.0 27.3 26.5	WGB, WVA, WAP KPH, KLA, KLA, KLA KPH, KLA, KLA, KLA KLA, KLA, KLA, KLA	

(Continued on page 18)

* Premium not broadcast consistently, but during a majority of the months surveyed. LN—Limited. N/A—Not Available.

STATION DAYTIME AUDIENCE RATINGS OF TOP NATIONAL NETWORK PROGRAMS

Based upon the C. E. Hooper "Continuing City-by-City Measurements of Listening" Reports covering Oct., '45 thru Feb., '46.



Vol. 18 Issue 4

April 1988

Program	March 16th Nominations	City	Station	Five Month Rating	Compilation
BREAKFAST IN HOLLYWOOD (Radio)	.66	Daytonport- Rock Island- Moline	WOO	21.8	WMAG, WGRM, WMT, WHBF, WGN
		Yonkersville	WFMJ	21.2	WTAM, WRRN, WTFX, KDKA
		Knoxville	WHR	20.9	WHOL, WHIS, WJZ
		Springfield, Ill	WGBS	18.7	WTAF, WTHI, WIZ, WITX, WMAG
				18.2	WHRM, WIL, KNOX, WLS, WESH
BREAKFAST IN HOLLYWOOD (P. & G.)	7.7	Daytonport- Rock Island- Moline	WOO	22.1	WMAG, WGRM, WMT, WHBF, WGN
		Yonkersville	WFMJ	19.8	WTAM, WRRN, WTHP
		Knoxville	WHR	19.6	WHOL, WHIS, WJZ
		Springfield, Ill	WGBS	18.2	WTAF, WTHI, WIZ, WITX, WMAG
				16.9	WHRM, WIL, KNOX, WLS, WESH
WHEN A GIRL MARRIES	7.6	Nashville- Portsmouth	WTAR	17.4	WTBA, WGR, WFAA
		San Antonio	WOAI	16.7	KTSA, KABC, KONO, KMAC
		Oklahoma City	WYK	15.2	KOIA, KTKO, KQV
		Indianapolis	KHA	14.7	KALM, KTRC, KFFE
		Pittsburgh	KDKA	10.8	WTAS, WCAE, KQV, WWSW
PORTIA FACES LIFE	7.4	Portland, Me. Norfolk	WGBH	17.1	WGAN, WNAO
		Portsmouth	WTAR	16.1	WRVA, WJIL, WFAE
		Portland	KMJ	14.0	KARM, KTRC, KFFE
		Wichita	KOKA	13.3	WTAS, WCAE, KQV, WWSW
		Atlanta	WIS	12.4	WMT, WAGA, WATL
MA PERKINS (CBS)	7.4	Scranton	WBSE	22.8	WARM, WFA, WJZ
		Wichita	WTD	21.8	WTAS, WCAE, KQV, WWSW
		Princeton	KRRH	15.7	KML, KTRC, KFFE
		Wichita	KRRH	15.7	KML, KTRC, KFFE
		Hartford	WHP	11.7	WABD, WHOB, WBSA
GUN GAL SUNDAY	6.8	Worcester	WTAG	19.4	WBZ, WORC, WAAB
		Norfolk	WHP	17.8	WRFO, WGBS, WMA
		Knoxville	WNOX	16.7	WHOL, WHIS, WJZ
		South Bend	WISB	15.7	WHRM, WGN, WBOT, WLAZ, WEX
		Pittsburgh	WASB	12.2	KDKA, WCAE, KQV, WWSW
YOUNG WIDDER BROWN	6.7	Portland, Me. Norfolk	WGBH	18.1	WGAN, WNAO
		Portsmouth	WTAR	16.1	WRVA, WJIL, WFAE
		Princeton	KMJ	14.0	KARM, KTRC, KFFE
		Pittsburgh	KOKA	13.3	WTAS, WCAE, KQV, WWSW
		Nashville	WGM	10.0	WLAC, WEX
RIGHT TO HAPPINESS	6.7	Nashville- Portsmouth	WTAR	18.0	WTBA, WGR, WFAA
		Nashville	WGM	16.2	WLAC, WEX
		Portland, Me.	WHR	14.8	WHOL, WHIS, WJZ
		Portland, Me.	WGBH	14.8	WGAN, WNAO
		Yonkersville	KVGO	12.9	WTFX, KOME
KATE SMITH SPEAKS	6.6	Scranton	WBSE	21.4	WARM, WFA, WJZ
		Worcester	WTAG	19.8	WBZ, WORC, WAAB
		Hartford	WHP	18.7	WGRM, WGN, WBSA
		Knoxville	WNOX	18.2	WHOL, WHIS, WJZ
		St. Louis	KMOZ	18.2	KSTL, KQV, KWK, WIL
PEPPER YOUNG'S FAMILY	6.4	Nashville	WGM	18.8	WLAC, WEX
		Yonkersville	KVGO	16.9	KTFX, KOME
		Portland, Me.	WHR	14.8	WHOL, WHIS, WJZ
		St. Louis	WFAA-WBAP	14.1	ERLD, KSKT, KOKO, KMAC
		Birmingham	WBRO	13.8	WAPI, WSON, WJL
HELEN TRENT	6.4	Worcester	WTAG	20.4	WBZ, WORC, WAAB
		Nashville	WGM	18.2	WLAC, WEX
		Hartford	WHP	18.7	WGRM, WGN, WBSA
		Birmingham	WBRO	18.2	WAPI, WSON, WJL
				18.2	WAPI, WSON, WJL
YOUNG DR. MALDRE	6.4	Scranton	WBSE	22.4	WARM, WFA, WJZ
		Worcester	WTAG	19.8	WBZ, WORC, WAAB
		Hartford	WHP	18.7	WGRM, WGN, WBSA
		San Antonio	WOAI	15.2	KSTL, KQV, KWK, KMAC
		Philadelphia	WCAU	8.1	ETW, WFL, WDAF, WHD, WIL, WFSB

Barber & Foxx Pitch Baseball As Pub Service

(Continued from page 5)

has always been very heavy on local service. Foxx will "look for things that require doing" and start getting them done painlessly, as he tags the balls and strikes.

Crusading Pleas

Barber, on his part, has been sportscasting for 17 years and what worries him is how he can be a better sportscaster this year than in the previous 17. He really goes pontifical about it when he starts, but, nevertheless, he's sold on getting Brooklyn's streets clean, on cutting down truancy and a special personal must, getting women to take off their hats in the theater, even if their hair-dos require refurbishing after the picture.

Sandlot Piteb

Foxx also has a personal public service pitch. He wants to get the kids to play sandlot baseball, and is going to get actual leagues going all thru the service area of WEEI, which includes of course Cambridge, Brookline, Watertown, Lowell, Lexington and a host of other small towns and Hub suburbs. Foxx feels that sandlot baseball will get them off the streets—and what's more logical than having him get the leagues going?

Sponsor and station are said to be weighing the bank-rolling of the leagues but idea seems to be at this time that listeners will take the idea right out of the hands of Foxx and bank-roll the kid games themselves.

What's been missing in the past has been the fact that the sportscasters have served general causes and not developed their own. There's plenty more publicity and good will to be garnered thru finding things that require doing and getting the dialers to do them, not for a cause but for the spieler himself. What Red Barber did starting the blood donors coming in (he's said to have been the first to really do a job of getting the red corpuscles for the banks) is proof that he can do anything that the Red Head wants to.

Cat Lovers Respond

Listeners recall for instance when he was calling them on a double-header and his wife wasn't home to feed his Siamese cats. Barber mentioned the fact that if the second game went on much longer the cats would be raising the roof in Scarsdale. He hadn't finished mentioning this than the station switchboard lit up like a Christmas tree. Looked like the entire town of Scarsdale was calling for his address so they could go over and feed the cats.

... And that's what happened to a single remark. When Barber turns on that Dodger charm, he'll make Brooklyn the cleanest city in the world and get those hats off the feds as well ... maybe, and he'll be setting the pace for all sportscasters.



SOMETHING NEW AND DIFFERENT FOR RADIO PRODUCERS

JACK MARSHALL

and his original character creations
JOE MUDDLEWITZ AND BUTCHY MCGURK

ORPHEUM THEATER, Los Angeles, Calif.

* Program not broadcast consistently, but during a majority of the months surveyed.

Ford Foot In Pix For Summer Show

(Continued from page 5)

will be strictly devoted to American music. Pix products will take up goodly portion of seg, presenting screen scores of outstanding past and present productions and will present more movie music before it gets on the sound track. Harline will take in complete range from ultra modern longhair, Aaron Copland to pop penings of Jerome Kern or Irving Berlin. American folk music of seventeenth century to Negro spirituals and cowboy songs will also fit into pattern. Show will thereby be shooting varied audience.

Idea of throwing limelight on new studio vocalists will serve purpose of building stature of selectee, plugging pix company, as well as keeping in mind up and cost down, use of screen scores will also serve as means whereby pix company gets plug, name of photoplay for which music was taken will get free air-ride. Another indication of increasing trend for more radio-pix tie-ins for mutual advantage to both.

Air show will ride the same ABC Sunday slot now filled by Detroit Simms. Understood agency, Kenyon & Eckhardt, holds high hopes summer replacement may continue on in fall in place of symphony ork. Some loss to scene felt younger Henry Ford will want show with more color than symphony seg, yet retaining dignity. Chances for this, however, appear slim because symph has become almost traditional Ford fave.

WEAF Consolidates

NEW YORK, April 13.—WEAF is in business, starting today, when all the 30-odd staffers connected with operation of the percolator move from various and sundry floors at 30 Rock Plaza to the fourth floor, taking over quarters formerly occupied by the research department. "Figure wizards" have been taken downstairs to the second floor in the Sym. Avenue building. The shift cleans the slate for Jim Gaines, station chief, for within the year he's been on every floor in the RCA Building. Bets are that he'll stay where he is until fall at least.

Too Short for a Head

Platter-spinner Al Jarvis is willing to drop his million-dollar suit against Warner Bros.' indie, KFWB, Los Angeles, providing the outlet agrees not to use his disc as a new disk jockey. Original Radio Redford, or Mike-Believe Ballroom. Outlet feels Jarvis wants to drop it because he can't make it stick and it's understood KFWB has named a new disk jockey to replace Jarvis, who recently went to KLAC, with subsequent high-powered promotional send-off for the replacement. Station is inviting agency execs for dinner April 24, but the reason is hush-hush.

WIZ, New York, has asked Boston's mayor, James Curley, who recently lost a dech to federal courts, to preside over the first anniversary of the station's Boston Blackie alter and its party afterward at the Clark Club to celebrate the renewal of this contract. Hissner hasn't said yes or nay.

Professor Quiz asked a contestant to name a piece of furniture that is synonymous with a member of the President's cabinet. He expected her to reply "Secretary" but she quipped: "If you're thinking about Mr. Byrnes, how about gas range?" Fortuyn backs.

Revolving Door: Perc Westmore, Hollywood make-up topper, hired by ABC to experiment with video make-up. . . Bill Needham, former AP correspondent in Washington, to WGN (Chi) news staff. . . Frank Devol, musical director for Ginny Simms show, named to similar spot with Capitol Transcriptions. . . Jerry Miles handling promotion and publicity for WDCN, Durham, N. C.

Larry Marks and Bill Manhoff now writing for ABC in New York. . . Bob Anthony heading promotion, publicity and advertising at WJR, Detroit. . . Glynn Ellis joining another continuity department at WJZ, Petersburg, Va. . . Arthur T. Brush, new ad manager at WFEA, Manchester, N. H. . . Fred A. Bosin joined sales promotion staff at MBS, New York. . . Charles E. Speer, who writes the ABC Tele-Lockheed show, skidded for a late April deb on WABD, DuMont outlet in New York. Eve Silverstein, who handles ad sales of all-Canada Radio Facilities—program division. . . Rita Bronfman joined Broadcast Sales Company's New York sales staff.

Richard Goggins named writer-coordinator-production man for all ABC video programs. . . Robert White, of WGR Chi office, has joined sales staff. . . George Springer exits from post as news ed at WKMM, Fairmont, W. Va., to join Beckin, W. Va. Post Herald. . . Tony De Phillips has joined WWRL's sales staff as chief. . . Guy S. Harris named continuity supervisor, replacing Mrs. Madge Roemer, who moved into sales promotion department at WGL Fort Wayne, Ind. . . Christopher Michalski, famed lighting consultant for ABC video. . . Charles Wiley, of WGN's (Chi) black staff, joins MBS flackery in that city. . . John Dodge named NBC spot sales rep in New York. . . Dave Rocol appointed musical director of W. E. Long Company, Chi. . . Fred B. Cole leaves ABC to become disk jockey on WHDH, Columbus, Mich.

Don Lee adds a 40th station to the net on June 1. KOL-TV will be a 250-watt outlet at Reno, Nev., operated by Sierra Broadcasting Company, owned by R. K. Wittenberg, Reno. Call letters not set.

About a year ago Elsa Miranda was a Spanish-American meretrade at D'Arcy Advertising Company, agency handling Coca-Cola account. Today she's working for the same boss, but

what a difference. She has been asked to appear with Xavier Cugat on the C-C Spotlight Bands show every Wednesday night over WOR, New York, as a Latin-Jazz thrush. Cugat's name is heard daily on Circus Along airing each week end.

Committee chairman planning 2d tele conf of TBA to be held at the Waldorf-Astoria, New York, October 10-11: Awards, Paul Rebourn, president Television Productions, Inc.; speakers, J. R. Pappaleo, president of TBA and vice-president and secretary of Bamberger Broadcasting Service; budget, Douglas Day, executive Buchanan & Company; displays, Richard Rogers, RCA-Victor Division, RCA Engineering; F. J. Bingley, chief television engineer, Philco Products, Inc. Edward J. Jam, ex-G.I., plans a 250-watt outlet for Highland Park, suburb of Detroit, Jan, who proposed to use his own name for the call letters, WJAM, hasn't decided whether to apply for FM or AM license.

Ohio Association of Broadcasters elected John Pattison Williams, W.L.A.N. (Dayton) vicepres; E. V. Flanagan, general manager of WSPD, Toledo, vicepres; Carl Everson, general manager of WHKC, Columbus, secretary-treasurer.

Mayor Howard Lyons, Somerville, N. J., introducing Alan La Faver, call-lister extraordinaire for Country Fair, who was the mayor of the town during the duration of the usual "Fourth Week" touted La Faver's bidding as the future way to get elected. Said the mayor: "I came up thru kissing babies, but now I come up the hard way, thru winning the colt."

WTVL, Waterville, Me., will join ABC's network as supplementary station June 1.

Footie, Cone & Belding Hollywood office changes A. L. Constat in charge of all productions originating there. Vic Hunter heads talent relations and program development, with Jim Fonda as his associate. Burt Oliver in charge of all Hollywood business operation, contracts and communications to other firm branches, with Bud Spencer as assistant. Jack Burnett, FCCB flack chief, now out there conferring with Jack Melvin, newly appointed West Coast flack for the agency. Emerson Footie, agency pressy, also out on routine visit.

Program Polveris-Alta-Challenger for the first time will sponsor all-Boston Symphony Society season. Exports and Tanglewood festival—over ABC. . . Campbell Show, b. r. Meet Corliss Archer, Sundays over CBS, starting April 26. . . Elmer Davis to present a live-music newsmag on Monday thru Friday, 9:55-10 p.m., in place of present Tuesday and Wednesday evening quarter hours, beginning April 27. . . Bourgeois, Inc. has bought Lillian Lee Love Song, starring Tony Martin, starting April 20. . . American Home Products starts a five-week audience participation show in July over the Pacific Coast network. . . Gerry Davis, ex-Meyer Davis and currently singing in Three To Make Ready, making a prepping on air cast with Johnny Stern, some show. . . CBS is producing new series called Wake Up, St. Louis.

Dick Bray, vet Cincinnati sports-caster, takes his Fan in the Stand program to WCPO, there, having severed his connections with WKCY Friday (12). . . Hubert Taft Jr., following three and half years in the army air corps, takes over as managing director for The Cincinnati Times-Star's WKRC.

Blue Barron returning to the air via WOR and WABC remotes

B. R.-ers Play Bing-O; Kraft Out, Ev Says

CBS, NBC Pitch for Crosby

NEW YORK, April 13.—Betting on who is going to land Der Bingle—hottest performer in radio—look a more freizied course this week with Everett Crosby, Bing's manager and brother, stating that Kraft Cheese was definitely out of the picture and that some dozen prospective clients were in the running, including Ford, DuPont, General Electric, Eversharp and the Texas Company. It's also known that General Motors is frantically trying to land him. What network will get radio's No. 1 voice is still a moot point, too, indications being "eventually" will probably lose the bid to the American Broadcasting Company or, possibly, the Columbia Broadcasting System.

According to Everett, Der Bingle's new radio set will probably be a live show, "at least to begin with." This statement carries interesting possibilities and indicates that Crosby will "eventually" do a transcribed show. ABC and Mutual would seem to be the most likely networks for such a deal, but Everett, queried on this point, wouldn't admit this was so.

NBC Nixes A.T. Seg
NBC, which tips all nets in program strength, will not let its bars permit a regularly transcribed program go on the web—not even Crosby. Jack Benny has long wanted such a deal, but the net always nixed it for various reasons, including the likelihood that the net would be plagued with similar requests by other top performers.

Barred WAX, CBS has always barred WAX—but the net is in there pitching for Crosby and hopes to get him live via sponsorship of the Texas Company. If Bing goes CBS, it will probably be in the 9:30-10 p.m. Monday slot.

Regarding the ABC deal, Everett stated that both reports, namely, that the net would give Bing a stock in the block of time preceding and following his broadcast, were "still in the rumor stage." Warbler's manager didn't deny either of the reported deals, however, and ABC has its hopes way up in the blue. Network figures it can offer Crosby a more attractive proposition than Mutual, and that in turn is the Crosby prediction for a wax program. ABC stands more of a chance than the two senior networks.

Whether Crosby would be smart to air via transcriptions is a much debated point in the trade. In view of Everett's statement that the show would start live, it's figured that Bing would give Bing a phase gradually—so as not to shock listeners. With the audience sufficiently conditioned, Der Bingle could then wrap up a series of programs far in advance—leaving time for story commitments without the harassing troubles of radio rehearsals, script conferences, etc.

from Green Room, Hotel Edison, New York. . . KOB, Albuquerque, N. M., currently doing a series called "Atom Bomb Lab Reports." . . National Concert and Artists' Corporation offering a new package show, "The Frugal Singler." . . WWSW, Pittsburgh, has launched a weekly seg, "Jobs for Veterans." . . Rosalie Grant has started a new show, "The Enchanted Hour," over WWRL. . . WRGB, General Electric's video station, featured "The American Book," fashion seg.

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We Deliver What We Advertise

WIBC Cancels Out Upton Close Airing

(Continued from page 3)

has been made as yet by the station regarding cancellation of Close, Edward Cleary, outlet manager, stated that the station was not aware of Close's off-the-air activities other than the public condemnation last month by Gov. Edward Martin, of Pennsylvania, which was widely circulated in the press.

Governor Martin condemned Close for a rabble-rousing and hate-inspiring speech made before a women's group in the western part of the

State. The governor warned the public against people like Close and others of that ilk who seek to set up race against race, religion against religion, and class against class.

Mouthpiece for Newsletter

Still another strong beef against the station for carrying the commentator is the fact that it is providing a means for Close to distribute to listeners the kind of poison he wouldn't dare peddle via the microphone. ICCASP points out that when listeners write in for a copy of Close's radio talk, they also get a copy of his newsletter, called *Close-Ups*, without asking for it. Cleary said the station was unaware of this.

It is also known that several vet-

eran and labor groups in the city, among others, were preparing similar cases against WIBC for providing Close with a mouthpiece. Check-up of a number of liberal organizations around town reveals that while they knew all about Close, they were surprised to learn that he was being heard locally on WIBC. Station, an indie outlet, picked up the show after WIP, local MBS station, turned him down but has made it a virtual secret that it was taking Close's broadcasts off the Mutual line. Common practice is for a local indie station to whip up a three-ring bally every time they get something from a network which the local affiliate sees fit to pass by. But in the case of Close, the station made no pitch for bows.

KSTP Uses FDR Album As Promotion Gimmick

MINNEAPOLIS, April 13.—One of the first NBC stations to take advantage of the good will possibilities inherent in the NBC Album, *Rendezvous With Destiny*, is KSTP, NBC affiliate here.

Disks, waxed from the speeches of the late Franklin Delano Roosevelt, will be presented by the station to all Minnesota colleges, and Twin Cities' public school libraries, etc. Presentation will be made at a luncheon to which representatives of the educational institutions have been invited. Album, waxed by NBC's recording division, has a price tag of \$15.



Record breaking is his business...

and he's on "The Voice of St. Louis"

LESS than a year ago Lee Adams began his two daily participating programs—*Housewives' Protective League* and *Sunrise Salute*—on "The Voice of St. Louis". Since then he's been steadily setting one new sales record after another... and breaking lots of old ones!

An unusual habit like that is worth talking about. So is his latest record-breaking achievement.

The William H. Wise Publishing Company recently purchased one week's participation on HPL-SS to sell a \$5.00 *Modern Encyclopedia*. They've used hundreds of programs on hundreds of stations in the past—and Lee was up against some highly imposing records. Yet, our Mr. Adams broke them all, in one week, with just six announcements.

Cecil Hoge of Huher Hoge & Sons, agency for the account, was impressed. So much so that he called for his pen and wrote: "You have broken every record we ever had for a cost per order on the *Modern Encyclopedia*. I believe we can easily say that your local show is by far the most effective way we could possibly use radio in St. Louis."

Got anything you want to sell at a record figure? If so, Lee Adams is your man in St. Louis. You can reach him through us or any Radio Sales office.

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50,000 WATTS
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THE VOICE OF ST. LOUIS



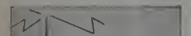
Represented by Radio Sales,
the SPOT Broadcasting Division of CBS

Construction Veto Measure Expected To Pass in Senate

WASHINGTON, April 13. — With the Senate ready to send to the White House the long-pending National Airport Bill, the Civil Aeronautics Board is expected to play an increasingly important role in FCC decisions on station locations and antenna heights. Conference report on the bill, already cleared by the House, is slated for Senate passage next week.

Airport bill paves the way for a vast plan of new airport construction and repairs to existing facilities. Provision directs the Civil Aeronautics Administrator to work closely with the FCC in "eliminating, preventing, or minimizing airport hazards caused by construction or operation of any radio station."

According to legal observers, this provision has the effect of giving CAB veto power over construction of any new stations in the vicinity of a proposed or existing airport. It is also said that CAB is given the power of "requesting" the commission to make arrangements to shift any present antenna sites which are close enough to an airport to imperil planes. FCC, apparently anticipating congressional action, has been following the policy of leaving final say on height of antennas for new stations to CAB, but enactment of the airport bill will put the policy into law.

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Where You Live, 'Experience' and 'Get Stations'

WASHINGTON, April 13.—With Federal Communications Commission publicly on the defensive over the issue of newcomers in radio, observers here are finding it increasingly impossible to chart careers on which an applicant can compete for a station grant. Latest flurry of FCC proposed decisions this week, displays a wide variety of reasons for agency's preference, with newcomers in most instances, getting tougher break.

In a proposed decision granting a Savannah, Ga. station to A. C. Neff, FCC announced that Neff, who had no experience in radio, had lived in Savannah most of his life. Other applicants, according to FCC, lacked "all-inclusive identification" with the city. In addition, FCC patted Neff on the back for picking a general manager with "fairly inclusive experience in radio."

In a second proposed decision, commission awarded a grant for a station at Glens Falls, N. Y., to Great Northern Radio, Inc., chiefly because its manager planned to move to the community. Manager of the competing applicant disclosed no such plan to FCC. Commission again mentioned radio experience of the successful applicant.

"Local News" a Factor?

Observer Radio Company was awarded a station in Orangeburg, S. C., in a third proposed decision. One applicant was turned down chiefly because he "seems unwilling to assume the function" of broadcasting local news on a regular scheduled news program. Another reason given by FCC for its rejection of the applicant was that he did not live in Orangeburg, even though he promised to move. Owners of Observer Radio, FCC stated, have a common interest in the civic activities of the city. A third applicant was nixed because of a resident of Orangeburg. "He has no experience in radio broadcasting." Also in rejecting this applicant, FCC pointed to the fact that he was president of a newspaper corporation and controlled the office of four Orangeburg theaters. Public interest, said FCC, is better served by granting the station to Observer Radio "which has no connection with these other means of disseminating news and information."

One to a Customer

Previous to these decisions where radio experience was apparently given strong consideration, commission, stirred by Senate Small Business Committee report criticizing FCC for alleged failure to give newcomers a chance, issued a statement in which FCC insisted it was giving newcomers a crack at radio stations. Specifically commenting on committee's FM channel reservation reform, FCC stated that while it is not holding back any channel assignments, agency is proceeding along those which best assure the "objective" of preventing concentration of FM in the hands of a few. "One to a customer" is the policy on FM grants, FCC declared.

Indirectly replying to the Senate report, FCC gave a strong play to a decision granting National Electronics Laboratories permission to construct an experimental station in Alexandria, Va., providing radio-telephone service for busses, trucks and autos. FCC announced, "This is the first application presented to the commission for a company not already established in the business."

"Monopoly" Factor

Meanwhile, FCC is prepping its decision in another newspaper case. Application of Donald W. Reynolds

After Kraft

NEW YORK, April 13.—Canadian stations, just like those in the U. S. A., are hep to the angle of airing a local program immediately following a sock network seg. CKOC, Hamilton, Ont., in its promotion plugging sock civic program, Hamilton's One Hundred Years, ballrooms the fact that the show will be aired at 9:30-10 p.m. Thursdays, "immediately following the Kraft Music Hall."

FCC Still Strong On FM-AM Divorce; NAB Gets Flat No

WASHINGTON, April 13.—Disappointment appears in store for broadcast folk seeking fresh signs of retreat by Federal Communications Commission from its original position of insisting on divorce and AM operations where stations are under identical ownership. Broadcasters' hopes were buoyed this week by FCC's amendment of rules to permit licensees owning both FM and standard stations to maintain a joint program log where the same program is being beamed over both classes of stations. But, the word in FCC is that, once the present transitional state of conditional grants is ended, the industry can look for hard-and-fast FM policy, divorcing AM and FM.

NAB Plea No Soap
A sign of events to come is seen in FCC's flat rejection this week of a request by National Association of Broadcasters for amendment of FM rules to permit many-way conditional licensing as the determination of hours of FM broadcasts. FCC is regarded here as becoming increasingly sensitive to criticism from outside the industry that FCC is giving conditional encouragement to FM, which is still in the transitional "conditional grant" state, despite FCC's original hope to put FM on commercial, operational footing months ago. FCC's minor retreats last year from stiff FM operational requirements, coincidental with stiffening of American Federation of Musicians rules for music crews have not been forgotten here, and FCC is now believed readying for a get-tough policy on separate FM and AM operations.

Claghorn Goading
Commission is beginning to pick up speed again on its FM processing, goaded by such big individual congressmen who have been hearing from irate station applicants and who are especially responsive to letters from home in the present pre-election season. Commission this week granted regular construction permits to six broadcasters who had received approval of their engineering plans, while six new FM stations were given conditional grants.

for a new station in Fort Smith, Ark., had a hearing Thursday (11) and commission apparently not concerned over Reynolds' connection with Fort Smith newspapers, but is concerned over whether his papers have been "engaged in practices designed to lessen competition and tending to create a monopoly in the newspaper advertising business." Commissioner Clifford D. Givens objected to take a prominent part in framing FCC's statement on the case, avowedly loyal to his hostility to any radio station applicants whose newspaper tendencies are indicated. Who overruled by the commission, Durr, strongly objected to the recent sale of WSSR, only station in Stamford, Conn., to the publisher of the city's only newspaper.

FCC Approves Three Sales But Hostility Stays

WASHINGTON, April 13.—Insiders here are warning the Federal Communications Commission will stick to policy of stiff appraisal of bids for station transfers despite its quiet approval of three sales this week for total price of \$606,000. Small-station prospectors stand best chance of getting FCC's approval without big fuss, it is pointed out. With commission regarded as certain to remain in hostile mood with which it recently nixed the Hearst Radio, Inc., transfer of WINS (New York City) to Crosley, it is not controlled by Aviation Corporation.

At same time insiders are hinting at surprise bid of strategy for overcoming the FCC decision on the WINS swap. Reports are current that Hearst Radio and Crosley might come to an agreement eliminating transfer condition under which Hearst wanted Crosley to reserve an hour a day for 10 years for Hearst commercial to pay off the debt of the transaction. Commission's decision stressed this provision in sale. FCC, according to insiders, may soon get a fresh application for transfer of the \$300,000 worth of commercials in deal.

High Price Sale Hitch

Should such an agreement be reached, commission might find itself in the fix where sole reason for still denying sale would be the high price of the transaction. Majority of commissioners, however, disapproval of the sale largely to the time reservation feature, but concurring statement of Commissioners Durr and Walker emphasized the high price of the sale, approximately \$2,000,000 price and value of physical property (See FCC OK's 3 Sales on page 19)

Big Station Grants Delayed by Commish

WASHINGTON, April 13.—FCC is keeping officially silent on the subject but authoritative sources within the commission are spotting a marked tendency to hold back on grants for proposed big stations. Reasons advanced are twofold. One, that this is the sole reason of clear channel hearing, which gets under way again Monday (15) for scheduled three-week sell. Also, small station operators are protesting the delay in 1,000-watt bids of getting construction priority from Civilian Production Administration.

Commission is known to be cleaning up its backlog of applications for 1,000-watt stations whose signals are less likely to overlap with those of existing stations. Broadcasters with pending applications for 1,000-watt stations hope that this is the sole reason for slow progress on their requests, but the inside word is that this is the least important reason. It is seen in position of the commission that the end-up of the coming phase of the clear-channel hearings (the first week in May) will have a better idea of where the clear channels will be, and this state of mind may result in a possible flurry of big-station grants.

Seen as typical of what is happening was FCC's action this week in granting conditional construction permits to the grant's broadcast field chiefly to small waters. Out of 14 grants this week, only two were for power above 250 watts. One, a 1,000-watt station, went to Paducah newspapers in Paducah, Ky., and the others, a 5,000-watt, went to Island Broadcasting Company in Honolulu.

Philadelphia Story

WCAU has signed an exclusive contract to air 1946 U. of Penn football games played at Franklin Field. Outlet bought the games away from Atlantic Refining Company which has sponsored them since 1937 on WCAU and other local stations.

WHAT has inaugurated a new public service series called *The Doctor Speaks*, set to run indefinitely and featuring prominent physicians, with Dr. Rufus S. Reeves, director of the Department of Public Health, taking off the show. Sietloo is using direct mail and plenty of air time to sell the program.

New officers of the 1619 Club, made up of employees of KYW, are Daniel C. Park, prezzy, Pamela Davis, vice-president and treasurer, and Regina Bell, secretary.

WFIL grabbed an opportunity for plenty of local publicity when a homelown housewife won second prize in the national contest conducted by Hedda Hopper and Tom Breneman for the most original hats sent in by listeners. Bill Farren, station flack, hustled out to the woman's house, grabbed pictures and stories for the local papers and got a good pick-up.

Nancy Nyland, young Philly singer discovered at Jack Lynch's Walton Roof here, set for a Monday p.m. series on WCAU. Sietloo axes are impressed with the young singer's talent and are going all out to sell her.

Milton Starr, new WIP maestro, had a bad day April 1 when he joined the station, taking over the baton from Joe Frassetto. With only a few minutes to spare, program director Murray Arnold notified the maestro that they had a Mutual shot coming up to fill a vacant spot. Starr was in a panic when the signal to go on was flashed. As the music started, Arnold, in the studio, upset several music stands. Announcer then introduced Starr as Joe Frassetto. New leader was turning crimson by this time. Boys in the band began to hit sour notes and then just as Starr was about to collapse, the announcer turned to him and shouted "April Fool!" Everyone was in the know except the leader.

Zella Drake Harper, WIBG women's commentator, received the 1945 American Legion Auxiliary Award for important contributions to the education, entertainment and inspiration of the community.

Two years ago, Jane Read, emcee of WCAU's Teen Age Party, sat at a Girl Scout leaders' banquet and listened intently to Katherine Clark. WCAU axes analyst, speak about radio. After the speech-making was over, Jane's mother, Mrs. Samuel Read, program chairman for the occasion, approached Miss Clark and told her that daughter Jane was interested in radio and would like some advice from Miss Clark. Last week at a Girl Scout leaders' banquet, the featured speaker was Jane Read, whose subject was Radio Careers for Girls.

KYW has started a new program, "KYW Presents," to showcase live

talent on the outfit. Clarence Fuhrman and the house orchestra play the show. Appearances of Penny Read, Phil Sheridan, Mary Lou Howard and Gene Graves, vocalists, are set thus far. Program is aired Monday evenings and is produced by Joe Derbyshire.

Frank M. Folsom, vice-president of RCA-Victor, Camden, N. J., spoke on vocational possibilities of Radio and Electronics on WCAU's weekly Career Forum Thursday (11). Airing was arranged by the station after numerous requests from its listeners for information on that field. Show is aired every Thursday p.m. and gives vocational guidance to young men and women.

Alexander Griffin, WIP-Mutual com-

mentator, had to stop writing his UN story in a Pullman canteen back from New York on orders from the conductor. Passengers begged who he started hitting the typewriter with gusto. Now he is ready to travel by air.

WCAU is retaining the "Tello-test," five-times-a-week telephone quiz, on a sustaining basis after Vick Chemical Company dropped its sponsorship for the summer.

Seven local stations joined forces in a salute to Army Day, Saturday (8). Half-hour program entitled *The World's Finest* was carried by WDAS, WIBG, WIP, WHAT, WFIL, WPN and KYW. Zero Mostel, literary comic, was brought from New

York to head the show. Music was in the hands of Clarence Fuhrman and his KYW house band with vocals by Jean Baxter and Sgt. Buzz Aston. Sgt. Bill Hinds was emcee. Show was produced by Hinds and Aston, former staffers at KDKA, Pittsburgh. This was their last official army show, pair leaving after the broadcast for the separation center and KDKA.

WCAU has purchased Flo-Film units and is microfilming all scripts and other important records and documents. Sietloo's files dating back several years are being processed. When this work is completed, current records and broadcast scripts will be placed on film each month.

ATTENTION

advertisers, agency men, timebuyers—all businessmen—who are, or should be, using radio in New York today.

WOR can now make a statement that cannot be made by any other station in New York . . .

WOR is the New York
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in a 4-state, 78-county area
including metropolitan New York*

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Oct.-Nov., 1945

MUTUAL

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BUSINESS IN

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Get Your
Share By
Using...

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T-6
Dayton
Edition

WEED & CO. National Representatives

Sponsors Line Up for WPTZ May 1 Preem

Inquirer, Bulletin Buy Time

PHILADELPHIA, April 13.—WPTZ Philco television station, will start commercial programming May 1 with the opening of its new studios in the 24th floor of the Architects Building. In turning commercial, the outlet tees off with a waiting list of prospective sponsors.

Also contracts will not be signed until this week, starting sponsors will include the Gimbel Brothers department store. *The Inquirer* and *The Bulletin*. Last two named own radio stations. *Inquirer* last month took over WFIL and *The Bulletin* operates WPEN. Unusual angle is that the newspapers, it is understood, will plug their own television departments on the Philco tele station, giving the viewers an idea of the kind of tele program they will produce when they get their own stations. FCC will hold hearings June 17 on all local applications for tele licenses. While WPEN's tele plans are nebulous, other than the fact that the newspaper will lease the top floor of the tallest building in town for studios, WFIL has hired a director for its television department, bringing in from New York, N. W. Ayer Agency is working out *The Bulletin's* tele set-up on WPTZ. Commercial tele on WPTZ will be only in half-hour segs. For start, station will be on the air only two evening hours on Mondays, Wednesdays and Fridays because of lack of equipment. As few equipment items arrive, schedule will be expanded. At present, the *Philly* exec claims, "there are more advertising agencies knocking on our doors than we have time to sit back of the lack of necessary equipment."

WPTZ rate card is also in the tentative stage at this writing. However, contracts will be for 13 weeks only, and rates will be subject to revision after that period. Starting programs will be largely commercial and live, with a minimum of motion pictures. Also included will be time breaks and weather reports.

Gimbel Brothers department store has already decided to split its 30 minutes into two quarter-hour periods. One will include display of store merchandise and second period will be a kiddies show, directed by Wayne Cody, who is now radio kiddie show for the store on WIP as Uncle Wip. In view of the AFM ban, programs will use both student musicians and canned music.

Proof of DuMont Puddin' in Scanning

NEW YORK, April 13.—First week's need of DuMont's WABD, which bows in April 15, doesn't differ too much from its pre-chanceover, although the sponsors look decidedly different. Missing is Lever Bros., who Colgate-Palmolive-Peet (Esty Agency). Added are C. F. Mueller (Duane Jones) and Lockheed Aircraft (Aircraft Radio). Also, the *Continuing* is Pulitzer (men's ties) and *Textile* from Smith (carpets) with Bud Gamewell's *Magic Carpet*. New sustainer, *Famous Jury Trials*, is ABC's.

Test will be how much more can be done via the new Wanamaker studio's four cameras and ample floor room for sets could be done in its closet-size facilities available in the old 515 Madison Avenue location.

TELEVISION REVIEWS

Balaban & Katz

Reviewed Friday 11:27, 7:30-9 p.m.
Style—News, variety. Sustaining on WBKB, Chicago.

Tonight was just one of those run-of-the-mill nights at WBKB. Program merely constituted competent television programming (some not so competent, too), presented under above average technical engineering conditions that resulted in the telecasting of bright clearly defined, well-modulated pictures.

Bill Hamilton rang up the curtain with his *Fair Store* news commentary. We are still not satisfied with this program as a representation of what a department store as large and as important as the Fair could do in the video field. Hamilton, for one thing, continues to read much of his script. His commercials are woven into the program in a very inept manner. For example, at one point in the commentary Hamilton was about to start a discussion of news highlights of the past week. He was interrupted by loud noise in the studio. He said, "Hey, What's going on here, and another commercial picked up a scene depicting a couple of men discussing gardening problems in a simulated outdoor backyard setting. A lack of planning here was very noticeable. The incongruity of having a news commentary interrupted by a commercial in such a crude manner hardly seemed worthy of the stage of development and improvement reached by WBKB in the past six months. The producer of this program ought to learn the value of integrated commercials that do their work. But a subtle manner.

Easily top performer of the program was Ada Lynne, member of the east of Polonaise. Miss Lynne, a robust, rough and ready comic vocalist, did impersonations of Martha Raye and Carmen Miranda and others. Her work was sheer entertainment. Light and camera handling, as well as WBKB's more powerful signal, resulted in a better picture than in the telecasting of a picture that easily had the quality of a home movie.

Commonwealth Edison's Company continues to go on its merry way presenting its televisuals program each Friday night. This quiz program, during which Bill Anson calls up various members of the home video audience who answer his questions and then prize a consolation to be a top merchandise idea. To make everyone happy, the program has not been changed so that just anyone receives a gift. Questions are divided of a picture that Those answering one part receive a gift. Those answering two, a more valuable gift and those answering three, an even better gift. Gifts are from an electrical appliance company.

We couldn't see much reason for the presentation of the first installment of the *Radio Stars on Parade* series. It merely consisted of Len Eldridge interviewing Olan Soule and Barbara Rudy, principal members of radio's *First Nighter* program. As even better, the idea might have merit but for the video medium it just didn't have enough action. It might have been okay if the actor and actress had done (without reading a script) a scene from one of their best radio programs, or anything to emphasize the action portraying potentials of television. As the program was presented, it constituted a promotional plug for radio, which some day in the near future will be one of television's competitors who will want to help give a competitor a bulldog.

Aviation Show

Reviewed Monday 181, 8:50-9 p.m.
Style—Industrial pic. Sustaining over WABD, New York.

Just as good as the past motion picture coverage of special events by the American Film Company, the company's video crew has been, this one was bad. Thruout the picture, long shots were employed where there should have been close-ups. The commentator talked of the long lines of an airplane on exhibit when the camera caught and held Miss America and a half-pint attendant. It couldn't have been passed off as a gag, it was that bad.

Every so often, the voice and the pic were out of sync and that threw thinking-viewing right out of kilter. Every so often the camera focused on the line of personalities behind the speaker, bringing a hazy speller to the kinescope.

Neither the time nor effort were employed to cover the trade show, and a trade show is a tough baby to film interestingly even for a theater newsreel.

Just as these reviews were cautioned ABC to relate unusual experiments to the closed circuits, so must ABC be warned that even after the pix have been taken scrap them if they're not good.

WBKB to Drama In a Solid Way

CHICAGO, April 13.—A new accent in video drama, which a nation execs have come to consider one of their most popular tele fare, is becoming more and more noticeable. In the new future dramatic program will constitute more than two hours a week of the station's total time of about 10 hours per week. Bill Eddy, station director, has set up a plan whereby each of his directors will be responsible for the production and direction of at least one dramatic series.

New accent in drama reached a climax last week when the station introduced two new important drama series. One, introduced on April 4, features the students of Northwestern University in video adaptations of plays they have presented on their campus stage. The other, introduced on April 5, consists of dramatized incidents from latest best-selling books. Series is being presented with the co-operation of the *Chicago Daily News* book department, which has offered a possibility of the books dramatized will be interviewed during the programs.

Northwestern series will be produced by Lorraine Larson, book adaptations by Paul Babrov. Book series will be presented every two weeks and will be a half hour in length. Northwestern series will be presented six times a year, and each show will be at least one hour in length.

Another dramatic series recently introduced by WBKB is *They Had Their Hour*, which is produced by Gladys Long. It is presented every month, for a half hour. In addition, Helen Carson continues to produce her once-a-week *X Marks the Spot* drama series. Ben Zachary, who wrote the *Chicago* writers, at least two more dramatic series that will start in about a month. These will be based on original video scripts by Chicago writers, most of them radio writers. Her series will constitute a total airing of at least a half hour per week.

Interesting sidelight about these new drama series is that they indi-

S. Calif. Tel. Co. Surveys Coast Possibilities

HOLLYWOOD, April 13.—Southern California Telephone Company is currently surveying local video field and its possibilities for development within next year in effort to gear itself for area's tele demands. In meantime, the company will start week started construction of 21 new buildings spaced eight miles apart between here and Colorado River, structures to house amplifying apparatus and T.C. coaxial cable. If T.C. tele won't be practical when link is finished next year, Mother Bell will use cable to pipe long-distance calls eastward until video is ready.

Scophony Moves Nearer Dismissal Plea on Anti-Trust

NEW YORK, April 13.—Anti-trust suit against Scophony, Paramount and a number of other defendants on television patents, took step when W. G. Elcock, of the firm, agreed, thru Scophony attorneys, to permit his deposition to be taken by government attorneys before the corporation is permitted to move for a dismissal of the suit.

Scophony wants out because it claims lack of jurisdiction on the part of U. S. courts since it is a foreign corporation.

Minneapolis Stations Plan Building of Tele, FM Towers

MINNEAPOLIS, April 13.—Plans for construction of television and FM towers were announced here by WTCN-TV and KSTP-TV. WTCN has taken space on the 28th floor of the Foshay Tower for installation of equipment with which to operate the 447-foot tower that will set atop the city's largest skyscraper. Flashing beacon will be erected at the top of the antenna and will emit 40 flashes a minute in all directions. Installation is expected to be done by May, according to John M. Sherman, WTCN technical director. Sherman said an engineering survey showed the Foshay Tower to be the most advantageous location in the State for FM. Special musical programs originating here, as well as chain broadcasts from NBC, will be carried over the tower.

At the same time, Stanley E. Hubbard, KSTP prexy, said his station has received FCC approval to operate an FM station and will produce day-night coverage in a radius of 100 miles around the Twin Cities. Station will construct an 840-foot tower near its present transmitter site outside White Bear Lake. WTCN service is expected to start September 1.

How many actors will be needed for future dramatic offerings when video really gets into action. Average number of actors used in radio drama is about 30 when Miss Zachary gets her programs under way. Average cast will be about five. One consideration is that WBKB will have hours of drama to about 10 hours of total programming per week, and carry it into the future when this station and others will have for about 28 hours at least 28 hours per week (and that number will be increased later, of course) then the potential market video will have for actors of this country becomes apparent.

The TRUTH About TELEVISION

WITH the opening on April 15th of Du Mont's John Wanamaker Studios in New York, Commercial Television became a full-fledged reality. It is fitting, therefore, that I thank my associates and friends in the television and electronics fields for the help which they have given us during the past fifteen years, from the days of our earliest television pioneering.

Today, black-and-white television of magnificent quality is a reality—infinitely better than prewar television.

Clever propaganda has spread the notion that there are two television camps: one for and one against color. This is deliberate misrepresentation. No one is opposed to color. For many years the majority of the industry has been deep in television color research.

But, after fifteen years of concentrated effort in this field, to which I have dedicated my life, I must state reluctantly, but unequivocally, that practical commercial color television for the home is, in my opinion, still in the far distant future.

The layman in his eagerness for Utopia may be dazzled by color demonstrations, but the informed, sincere scientist is not convinced by dramatically staged and carefully controlled laboratory demonstrations of any new art. It is a far cry from the successful laboratory experiment to the practical, useful product for the consumer.

Color is desirable but its importance has been over-emphasized. For instance, after 30 years of color motion pictures, less than 6 percent of today's motion pictures are in color.

Evidence of Du Mont's unqualified faith in black-and-white television and the commercial standards established by the



DR. ALLEN B. DU MONT, President
Allen B. Du Mont Laboratories, Inc.

Federal Communications Commission is manifested in our investments in research, television stations, and in manufacturing facilities for receiver and transmitting equipment.

We believe that diligent research and exhaustive field experimentation in the years to come will add color television as a further refinement to an already existing public service of unprecedented value. Du Mont believes in the future of color television and we will devote our efforts to develop this refinement just as we have applied ourselves over the years to the creation of superior black-and-white television.

Practical color television for the public is not yet in sight. Black-and-white television is ready to serve the nation now!

Allen B. Du Mont

NOTE: If you are interested in studying the numerous technical difficulties that must be overcome before color television is ready for the public, please request a copy of our booklet, "The Truth about Color Television," now in preparation. Address: Dr. Allen B. Du Mont, 2 Main Avenue, Passaic, N. J.

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DU MONT



Precision Electronics and Television

"Audience-Delivering" Stations

Hooper-B.B. 1945-'46 Tab

WTAR, KARK, WOW, WKY, WBN deliver "bonus listening" on net's "first fifteen"

(Continued from page 7)

Until better Hooper report cards are written, WTAR's tabbing will stand beyond a shadow of doubt. Of course, the evening report is prelatently Sunday's, with from 6:30 to 9:30 p.m. (Gildersleeve to Allen), landing in WTAR's bonus territory.

KARK Progresses

The KARK city-by-city Hooper continuous measurement record is really progression. Last year the station only tapped two firsts, Bob Burns and World Parade. Its major competition, ABC Station KGH and CBS outlet KLRa, are both in the same town, so the hometown pull is equal—but the record (which follows) isn't.

Program **Net's City Bonus**
Rating Hooper Points Rank
Fiber McGee 25.0 25.0 11.1 1
and Molly 20.0 20.0 11.1 1
Mr. D.A. 20.0 20.0 11.1 1
Amos 'n' Andy 16.9 30.3 16.4 2
Edzie Carter 17.2 21.8 16.4 2
That's a sweet record. When KARK tops 'em, it does so by at least 10 points. That's plenty of dialers—even in Little Rock.

Tab Your Third

There are some who will tab WKY. The station rated as third, ahead of KARK because, although it rated first only twice, it landed three times within the "first five" and popped up once in the daytime tabulations. The reader is hereby given the opportunity of taking his own slide rule and computing the rating advantage of the two. WKY has Skw. CBS Station, KOMA as competition as well as two 250-watters, KTKO (ABC) and KOCT (MBS), battling for its audience. However, it has the backing of the Gaylord interests which own The Daily Oklahoman, one of the great newspapers of the

STATION NIGHTTIME AUDIENCE RATINGS OF TOP NATIONAL NETWORK PROGRAMS

(Continued from page 10)

Program	March 20th Hooper Points	City	Station	Hooper City Five-Month Average	Competition
BANDWAGON 16.3		Kansas City	WTAR	27.2	EKCN, KCIO, KMBC, WREN
		Norfolk-Farmington	WTAR	26.8	WGB, WYFA, WYAP
		Buffalo	WBN	24.8	WEN, WYER, WOR, WKWB
		Omaha	WOW	23.7	KRON, KFAR, KMA, KOIL
SUNDAY AFTERNOON		Oklahoma City	WKY	25.6	ETON, KOMA, KOT
THE SHADOW (D. L. and W.) 11.2		Portland, Me.	WGBH	18.3	WGAN, WYAC
MA-LR		Buffalo	WBN	18.3	WYER, WYAT, WOR, WKWB
		Worcester	WABR	14.8	WYER, WYAC, WORO
		Hartford	WFSB	12.8	WYER, WYAC, WYAC
		Providence	WJAR	12.1	WJAR, WFL, WFLD
ONE MAN'S FAMILY 10.4		Jacksonville	WJAX	21.4	WTNP, WMBS, KPDQ
		Portland, Me.	WGBH	20.0	WGAN, WYAC
		St. Lake City	KDYL	14.4	KALL, KNAK, KML
		Dexter	KOA	13.2	KFEL, KIL, KYB, KYOD
		Norfolk-Farmington	WTAR	17.4	WGB, WYFA, WYAC
JOHN CHARLES THOMAS 10.3		Portland, Me.	WGBH	15.6	WGAN, WYAC
		Jacksonville	WJAX	14.4	WTNP, WMBS, KPDQ
		Buffalo	WBN	12.7	WYER, WYAC, WOR, WKWB
		Pittsburgh	KDKA	12.8	KQV, WYAC, WYAC
		Philadelphia	KYW	12.4	WIP, WYAC, WYAC, WYAC, WYAC

Middle West, which is promotional-minded plus. WKY's evening report card (far better than last year's) has the following described on it:

Program **Net's City Bonus**
Rating Hooper Points Rank
Bob Hope 25.1 30.8 11.4 1
Red Skelton 20.0 20.0 11.1 1
Edgar Bergen 22.7 22.4 4.9 4
Cass Daley 20.3 22.6 7.3 5
John Charles Thomas 10.3 12.4 5.1 5
In the daytime, WKY comes thru with one of the "first five."

Program **Net's City Bonus**
Rating Hooper Points Rank
When a Girl Marries 2.6 15.3 7.8 8
Apropos of the Bergen ratings, WKY went to town to bring the wooden head show to Oklahoma City, having the governor as guest and in a big way making the Chase & Sanborn airing deliver newspaper space and plus audience.

WOW Delivers

Station WOW, Omaha, one of the oldest stations in the nation, has al-

ways brought in the listeners. Of late, there has been plenty of unpleasantness between the Woodmen of the World (at least a segment of the Woodmen) and the present operators, with suits and counsels. However, the John J. Gillin Jr. management, has succeeded, despite legal complications, in getting its feet wet in the rarified air of the few stations that do a better job than the networks.

WOW heads the "first five" parade for Bing Crosby and Jack Haley and lands on the fourth top ledge for Bob Hope and Cass Daley.

It may not seem, at first glance, to be much to deliver in the first five, but it must be kept in mind that all the managed-and-operated stations and most of the 50kw. transmitters are in areas surveyed by Hooper in his City-by-City studies. To be in the first five means that the station is topping the stiffest competition in broadcasting. No managed-and-operated station landed in the first five except WTAM (Cleveland), KMO (St. Louis) and KOA (Denver), and no 50kw. operation landed in the first slot. Only two, WWL (New Orleans) and WLW (Cincinnati) were sook enough to land in the money position. Among the other 50kw. stations that do a job, as tagged by Hooper, and which landed in the "first five" are KDKA (Pittsburgh), WHIO (Des Moines), KGO (Tulsa), WSM (Nashville), KYW (Philadelphia), WFAX-WBAP (Fort Worth) and WCAU (Philadelphia).

Back to WOW, here are that station's ratings for network program toppers:

Program **Net's City Bonus**
Rating Hooper Points Rank
Bing Crosby 21.7 31.4 8.4 1
Jack Haley 18.0 23.4 7.4 1
Bob Hope 21.1 21.7 16.8 2
Cass Daley 18.5 22.7 7.4 4

Daylight Delivery

Just as WOW seems to be less than its nighttime self (rating wise), just so does WGBH at Portland, Me., come thru when the sun's on high. In both the Sunday afternoon tabbing and the soap hours, it's in the ratings. The families and the housewives listen to WGBH this way:

Program **Net's City Bonus**
Rating Hooper Points Rank
The Shadow 11.2 18.6 7.4 1
John Charles Thomas 10.5 15.6 5.9 1
One Man's Family 10.4 20.0 6.0 2
Portia Paoli Life 7.4 17.8 10.5 1
Young Widdie 6.7 16.1 8.6 2
Brown 6.7 16.1 8.6 2

Right to Happiness 6.5 14.9 8.5 3
Pepper Young's 6.4 14.3 7.8 3
That's a pretty daytime picture—as pretty as Gainsborough to the commercial manager out to sell his station. FCC, on its part, might, of course, hold up its hands in holy horror at such listing for commercial shows—but the dialers don't.

STATION WREN Contacts

Station WREN ran into the spotlight last year, with top ratings on Bob Hope and Bing Crosby. It's in the spotlight again. With Hope and with Crosby it delivers a sock audience but not No. 1 for Der Bingle. They love Edgar Bergen and his wooden head up on the border. And they love Fred Allen, Mr. D. C. Jack Haley, Cass Daley and John Charles Thomas also, and here's the way they dialed in Buffalo:

Program **Net's City Bonus**
Rating Hooper Points Rank
Edgar Bergen 21.2 28.4 11.4 1
Fred Allen 21.2 30.8 8.5 1
Bing Crosby 21.7 31.4 8.4 1
Mr. D. C. Jack Haley 20.6 29.4 8.5 1
Jack Haley 18.0 24.7 6.7 2
Cass Daley 18.5 23.8 8.3 1
J. C. Thomas 16.7 16.7 6.2 5
Even a G.I. would like those bonus points.

KFH Top "Gall"

Amazing though it'll seem to mood program experts, KFHF (Twichita, Kan.), which last year topped the Hooper-rated City-by-City study for Lux Radio Theater, this time topped the list for Screen Guild. Since it's the program that has been given a great part of its audience to the Guild, it's remarkable that KFHF isn't even in the "first five" rated stations for the program. However, it may be noted that KFHF led the parade last year because it delivered 11.7 better than the national rating. This year, the fifth station delivered 12, so that KFHF has been about as good as last year, and no doubt was, and still not make the "first five" for Lux. The KFHF report:

Program **Net's City Bonus**
Rating Hooper Points Rank
Screen Guild 22.6 25.5 5.6 1
Ma Perkins (CBS) 17.1 17.1 17.1 1
Last year's Station Program Rating report gave the play to WGBI (Scranton) in the daytime. This year it's again delivering the goods in the daytime and has inched up into No. 1 slot for one of the two evening CBS programs that makes the First Fifteen. It can be reported here that WGBI does the same kind of a plus job for other CBS nighttime shows, but since the Hooper "public" reports are limited to the First Fifteen, this tab is also limited.

It should be pointed out that one of the reasons, no doubt, why KFHF topped it on Screen Guild is that SG reaches Wichita 9 p.m. and Scranton at 10 p.m. and a great portion of the listeners still go to bed around 10.

The pretty picture of WGBI, painted with Hooper figures, is:

Program **Net's City Bonus**
Rating Hooper Points Rank
Lux Theater 21.1 15.5 11.1 1
Ma Perkins (CBS) 22.4 22.8 13.2 1
Rita Smith 8.8 11.1 14.9 1
Dr. Stinson 8.4 16.4 14.9 1
Brian Trent 8.4 15.8 7.4 2
"Programs are being considered but nevertheless thru a majority of the month."

WDAF Best for Cam

The final tape breaker in the evening report was WDAF (Kansas City, Mo.), a station that won the honors last year. WDAF brings in the best Hooper (city) for Cass Daley, a 27.2 as against 16.3 nationally, or in plus of 10.9. That's nice going because WDAF has solid competition from KMCA, KCMB, KCKN and WREN or as wide-awake competition as anything any station has to fight.

There are many other highlights in the second annual Station Rating (Audience-Delivering, opp. page).



FOR

STAGE-SCREEN-RADIO

NEW YORK STUDIO

154 WEST 57TH ST.

Phone Circle 7-3505

BOSTON STUDIO-LENEX HOTEL

Phone for Appointment: Kenmore 5-300

NEW YORK

BOSTON

Cinderella Mutual

NEW YORK, April 13.—Here's another one to add to that long list headed by "the trouble with this biz is..."

A week before CBS's Cinderella Inc. hit the air, Mutual started tagging its Queen for a Day program as the "Cinderella Show." All may be fair in love and competition, but MBS is certainly slipping.

Zeisel Report Tabs Listener Study Muffs

(Continued from page 7)

great section of it will point the way to better rating for radio programming.

Report was made available to the three-member committee whose recommendations to the CAB membership were to have gone out to members last week but which, according to reports, are still in the off-records. The report also was made available to Al Lehman, operating head of the co-operative, and to C. E. Hooper. Lehman has made no comment, naturally, as befits the head of an organization under fire, but Hooper today released a short statement which will be followed by a detailed answer to Dr. Zeisel. Statement, in part, noted that the study was a tremendous move in the right direction, i. e., research on ratings by an organization not involved or related to any rating organization. It smiled upon that section of the report that okayed Hooper techniques and questioned the "new" suggestions that CEH felt would raise new problems.

Recommendations

Briefly, the McCann-Erickson research recommendations:

1. A change in the question asked by the telephone interviewer so that it may be determined if someone else is listening to the radio in the respondent himself is not.

2. A change in the number of rings (time which the interviewer waits before deciding that there's no one at home, with further experimentation to determine the correct time lapse which admittedly will be different in various sections of the country).

3. Probing to determine just how to allocate listeners who can't identify station or program to which they are listening.

4. Investigation to determine a basis on which to allocate the "busy" calls.

5. Research to determine a validity of present rating of after 10:30 p.m. broadcasts.

6. Establishment of the coverage figures which may be used with general agreement for the projection of co-incident ratings (in association with the Broadcast Measurement Bureau).

7. Setting of the correct sample for each area by actual research.

Determination of a sample which is adequate for the cities which are not four-network cities.

8. Check be made to establish the representativeness of random sampling of telephone homes and determine use of using telephone homes to represent all homes.

Underestimations

These are the major recommendations. Other facts (and there are a great many of them established by the report) are as stated in the report by The Billboard: Hooper underestimates audiences by 11 per cent because of not checking on whether or not someone besides the respondent in the family was listening to the radio, and not waiting for longer than six rings on the phone for an answer; that CAB underestimates the audience by 25 per cent because 13 per cent of the calls are not completed because CAB waits only for four rings on the phone, a 1 per cent

Audience-Delivering Stations; Hooper - B.B. 1945-'46 Tab

(Continued from opposite page)

port. Space limitations are such that time buyers are referred to the charts and changes which run on Pages 10 and 11 in this issue. In the charts all five stations are rated for each of the toppers—save one. That one is Walter Winchell, who is not reported in this tabulation because the Hooper figures are not taken for 15-minute segs in City-by-City reports. No doubt there are stations delivering miracles for Winchell and Jergens, but it can't be reported here.

However, it should be noted, for instance, that WTAM (Cleveland) does a notable job for Bing Crosby, not in Cleveland, but in Akron; that WLW does a bonus job for Jack Benny not only in Cincinnati but in Dayton—and better in Dayton than in its home town.

As noted in the opening of this analysis, the daytime picture as well as the nighttime one has changed. Many of these changes have shown up in the nighttime analysis but others haven't. On Sunday afternoon, Florida goes all out, or rather it stays at home in Jacksonville, to hear *One Man's Family*, more than doubling the national ratings of 10.4 (city rating, 21.4). It also does okay for *For Ladies Only* (Miami, adding 4.1) to its national index.

WOC Leads Twice

Station WOC (Davenport, Ia.-Rock Island-Moline, Ill.) landed once in the 1945 report but comes up for the first slot in the daytime tabulation in 1946. Here's the tri-city station's report:

Program	Natl City Bonus	Rating	Hooper	Paints	Rank
Breakfast in 'Woods (Kellie)	4.4	21.3	12.3	1	1
Breakfast in 'Woods (Phileas)	3.7	21.1	12.3	1	1
Phileas	6.1	14.6	7.9	5	5

And, no doubt, if the American Broadcasting Company had not dropped programs that ran into the First Fifteen semi-monthly report, WOC would be in there also.

WTAG Doubles

Forecaster's WTAG, which only broke into the daytime ratings atmosphere once in 1945, doubled that in '46, adding *The Romance of Helen Trent* to the show with which it previously lead the parade, *Our Gal Sunday*. It also added positions among the First Five stations with three other segs—and its report looks like this:

Program	Natl City Bonus	Rating	Hooper	Paints	Rank
Our Gal Sunday	6.9	10.1	1	1	1
Helen Trent	6.4	9.5	16.1	1	1
Ma Perkins (CBS)	7.4	12.6	15.2	8	8
Kate	6.5	12.5	15.2	8	8
Dr. Malone	6.4	12.6	6.8	5	5

WTAG's United Nations promo-

differential on the crediting of the "busy" caller, and the consequent cause of its treatment of the listeners who do not identify the program, and 9 per cent for not checking to see if someone besides respondent is listening.

Report indicates the fallacy of the CAB bigger sample, showing that in the 33 cities covered by Hooper and CAB, Hooper delivered 675 calls, while CAB delivered 630 calls per 15-minute period.

Researchers who heard the report were incredulous, 100 per cent behind the idea that an organization unrelated to any audience measurement organization, set up as Dr. Zeisel was to keep their ratings straight, would be able to enter the radio broadcasting profession as long as it was not a one-man organization or dominated by any one man or group, any agency, sponsor, network or station. A rating, Landis, says this group, would help get the figures straight and unquestioned.

tion and a number of other press agent pluses have given the station an enviable position in the public service field. On many CBS programs it tops the national field, but then these aren't among the first 15, and only a few, and, as stated before, can be tabbed in this report.

WSM Daytime Placer

WSM (Nashville) had most rating forecasts placing it high up among audience producers, but it only gets in the running in the daytime and then with two programs. It delivers No. 1 for *Pepper Young's Family*, with a bonus rating of 12.4, nearly twice the national rating. In other words, WSM delivers three times the audience that the network puts on the line. For *Stella Dallas* it's the No. 4 producing station and still it delivers only one and a third the network audience. These reports prove one thing, if nothing else, city-by-city studies are the way for sponsors to find out what goes with their advertising. The national rating is still whipped cream—something nice to wear on the lapel—but without real value in merchandising.

Dark Horses

Two stations that didn't "show" last year top daytime program reports this time. They are WAKR (Akron), which delivers for *Philco's Breakfast Club*, 21.8 against the national 5.1, and KRLD (Fresno, Calif.), which delivers 14.9 for *Lorenzo Jones* against a national 5.8.

KMJ also delivers for *Stella Dallas* (in the third position), with a 14.5 against a national 5.1, and *Philly's* it's the only West Coast webber that delivers in the plus rating division. The Akron station (WAKR) helps along its good work with a bonus rating of 6.6.

That accounts for all the top-ranking stations in this annotation on where extra-ratings are found. There has been no attempt to tag every station listed in the report which in most cases is self-explanatory. These are figures that give pause indeed. If these stations deliver so much better than the national reports, there must be plenty of stinkers on the web, and while it's nice to pay tribute where tribute belongs, it behooves the sponsors to check and hypo the weakies. No airing is too much better than its weakest rating.

What a station delivers to "the other guy" is not nearly as important as what it's delivering to the sponsor who's paying the bill.

Miller Questions FCC's Rule On Use of Editorial Matter

VIRGINIA BEACH, Va., April 13.—Justin Miller, president of the National Association of Broadcasters, raised the question Thursday (11) as to whether the NAB should not challenge the FCC on its recent ruling frowning on the use of editorial matter over the radio.

Addressing a round table session of the Fourth District, NAB, in session at the Hotel Hotel, Miller said he was not sure that government radio controls such as this did not constitute an infringement of free speech. On the other hand, he went on, is a government agency for the people and should not interfere with the rights of the radio industry to speak freely.

He also addressed the opening session of the meeting, telling 200 delegates that American broadcasters are charged with championing the rights of the people to free radio, and urged them to be eternally vigilant for the first sign of encroachment against these rights.

FCC Okays 3 Sales But Hostility Stays

(Continued from page 14)

ties involved which they estimated at a little over \$100,000. It is considered likely that FCC will again call upon Congress to give it the power to set a ceiling on radio station sales, with commission having expressed itself in AVCO decision, as leery of proceeding along that line without specific authorization. However, Congressional action on the issue appears unlikely in the short time remaining before the slated summer recess.

Million Ceiling?

Meanwhile, sources close to the commission figure that future station transfers at prices over the \$1,000,000 mark will have slight chance of FCC approval. These sources feel that the agency will find some condition in such high-price sales on which to base a refusal without actually putting itself in position of setting a price ceiling.

The three deals which were approved last summer by FCC this week were sale of Station WMOB, Mobile, Ala., by S. B. Quigley to Nunn Broadcasting Company for \$500,000; sale of WDCY, Minneapolis, by Mac Young to Twisted Broadcasting Company for \$301,000; and transfer of control of KELD, El Dorado, Ark., from T. H. Barton to Radio Enterprises with 55 per cent of KELD stock going for \$35,000.

FCC ON SCRIPTERS

(Continued from page 7)

to broadcasting employees in the Northern section of the country. Here again, the survey illustrated that the commercial side of the stations drew higher salaries than the talent side. In the south, writers drew an average of \$35.85 a week, which was even less than the pay for accountants and only \$5 more than the stenographers got. Commercial exerts in the South averaged \$30.00 a week, and outside salesmen were getting \$37.99.



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LEA BIL

Feinberg Won't Run Again; May Resign Secretaryship; 'Lights Out' Lea Bil Jamboree

Blue Ticket Seen Weakened by Official's Bow-Out

By Dick Carter

NEW YORK, April 13.—Willie Feinberg, secretary of Local 802, American Federation of Musicians here, and acknowledged as its most popular official, will not run for reelection. Feinberg told The Billboard yesterday (12) that his 11 years in office have taken his health no good and that he feels excited to step out of the picture into something offering more security and fewer headaches. His decision, made under much pressure, reconsider, weakens the Blue administration. Ticket to an extent where exchange floors foresee defeat for Jack Rosenberg, president, in the December election.

Position of the administration is thought by many to have been steadily deteriorating in recent months, and to have suffered a damaging blow last Monday (3) during a disagreement over procedure in the price list meeting. Under the by-laws of the local, when a quorum of 500 does not attend a general membership meeting, all resolutions revert to the exec board for action. When the price list meeting convened at Palm Gardens here Monday, Sam Suber, business agent of the local, came to the platform and announced that there was no quorum and that the meeting was over. One of the estimated 250 802-ers present got up and said that since the hall was paid for, a discussion of the Lea Bil might be desirable. The suggestion was greeted with applause, whereupon things began to happen fast. A private policeman came forward to say Jack Rosenberg had ordered that the lights be put out. The lights were then doused.

Feinberg Lights Up

This tached off vocal disorder in the hall, with members asking "Why paid for this hall, anyhow?" and screaming for a chintest on the Lea Bil. Rosenberg is said to have remained adamant and let the building when Feinberg had the lights switched on again. Feinberg then took the stand and delivered an address analyzing the Lea Bil. Several of the local's officials remained for the discussion. Among them were Harry Suber, treasurer; Al Manuti, exec board, and Irving Bloom, trial board, in addition to Feinberg. After a discussion of Feinberg's remarks, a committee of 19 was formed to implement a program of opposition to the Lea Bil.

In view of the heated circumstances under which the discussion had started, and to show that opposition to the Lea Bil goes beyond local factionalism, the 19 men were chosen from every political group in the local, including Rosenberg's Blue Ticket, the opposition Unity Ticket, the Independent Committee, and independents who have run for office in the past. Among the committee are Manuti, Unity; Dave Grupp, Blue; Fred Rosenberg, Blue; Earl Stewart, and Calmen Fleischer, Blue. Unity's candidate for president two years ago.

Telegram Deluxe
Committee's first action took place

almost immediately. Circulating on the exchange floor of the local, it succeeded in having around 1,000 anti-Lea Bil telegrams sent to President (See FEINBERG WON'T on page 24)

Petrillo Asks More \$, Jobs From Pix, Air

Diskers Also Feel Bite

(Continued from page 5)
of the AFM may stand or fall at the AFM convention in June if the Lea Bil is not beaten or at least emasculated by a later measure. Opponents to Petrillo within the AFM, already angered by the prexy's lack of public relations sense and the fact that Petrillo hasn't seen fit to take the public into his confidence via a more open attitude to newspapers, are expected to make the semblance of calm at this week's now. All these angles, it is pointed out, indicate a do-or-die Petrillo stand.

Joint Group Proposed

Radio industry, expecting that its NAB music committee would have the Indian sign on the AFM chief owing to congressional adoption of the anti-AFM measure, now foresees troubled waters ahead despite a semblance of calm at this week's meeting at the Belmont Plaza Hotel. NAB Prexy Justin Miller suggested a joint advisory committee to help the radio-music problems, and Petrillo apparently took kindly to the idea—but later in the week Miller indicated his displeasure over the "adamant" attitude of the AFM chief. Later claimed that 407 stations do not employ musicians, also music is an essential part of their programming; and he reiterated the AFM's contention that network affiliates receiving web shows should give a break to local musicians. He also told Miller, "The propaganda has got to stop. If the propaganda keeps on, we can't be friends." Miller, agreeing that the friendly approach was best, added, "My boys can cite grievances which will match yours."

AFM-ers, seeking a way to get down to the bedrock of wages, scales and increased employment, but observers, drawing a parallel from Petrillo's demand on the film industry this week, believe radio can expect a similar attack. Radio network scales are now divided into roughly three categories for sidemen: \$126 for 25 hours sustaining; \$132 for 20 hours, sustaining and commercial, and about \$165 for 25 hours sustaining and commercial. No direct analogy with the film industry can be drawn, but it is expected the AFM will ask for a considerable hike—and what is (See Petrillo Demands on page 23)

Palladium Seeks New Batoneers in Poll Re Sidemen

HOLLYWOOD, April 13.—Trying to find potential maestro material, Maurie Cohen, Palladium prexy, will poll patrons to learn names of touted sidemen in bands featured at the spot. Questioning will be done by writers, etc., in a casual manner specially devised by Prof. Alfred Davidson, of the University of Colorado, so that fan clubs, etc., will be unable to exert pressure.

Move is seen as an indication that Cohen is preparing to launch various tabbed sidemen on baton-waving careers via the much talked about chain of Palladiums from Coast-to-Coast. What the region of band leaders will be to the spot literally swiping their key sidemen, is something else. Poll is expected to get rolling shortly. Poll will head for New York soon, hoping to kill use of the Palladium tag of new dancery there as he was able to do thru California courts with a San Francisco spot.

Folios Flop; Action Is Asked, Fluffed

Many Reasons Given

NEW YORK, April 13.—While the music pub biz generally has had its usual Lenten dip, folio sales have been off for many months now and publishers who have been doing a job with the words and music books are becoming alarmed about the situation. Pubs' opinions as to reason for folio drop-off vary, but among the most widely held guesses are: (1) There have been too many folios issued. (2) Too many of the folios have the same public domain tunes in them. (3) The folio buying public is getting smart and it takes more than calling a horse "Bing Crosby's Favorite Songs," or "Sinatra's Symphonic Selections" to sell the books. Content must hold up. (4) Newsstands' folios are cutting in. (5) Stores generally aren't displaying folio books properly, and since sales depend to a great extent on eye appeal and impulse purchases, poor display results in poor sales.

In connection with latter reason, one publisher who had just completed a road tour and is sold on reason 4 as being the key bugaboo, was a letter to Walter Douglas, chairman of the board of the Music Publishers' Protective Association, suggesting that the MPAA hire an industrial designer to sketch up a rack for music store display of folios and other items, and to generally promote proper display of folios in stores. To date this publisher has not a reply from the MPAA board chairman.

Rogers Aquarium Tabbed 'A'
NEW YORK, April 13.—Local 802, American Federation of Musicians here, has named Rogers Aquarium and the Aquarium Restaurant, local feederies which use bands, to Class A, top par.

Pop Plenty New Ideas

Hustling for everything from talent thru presses—promotion twists unique

Editor's Note: Inasmuch as the last three or four issues of The Billboard have featured stories on power-house activities of major disceries (Cap-Coronado deal, Columbia's new West Coast plant, Decca's 7,000,000-a-month production statement, etc.), BB's New York, Chicago and Hollywood staffs this week surveyed the field to learn what indie parties were doing to meet the ever-toughening competition. This round-up is the result.

NEW YORK, April 13.—Indie record companies, by and large, are in there swinging. From the standpoint of talent and tunes, production and promotion, distribution and deals of varied nature with other phases of showbiz and other fields, the little guys are hustling in a manner which must prove beneficial to the entire record industry. New ideas are popping like Cantor's eyes. Each of the indies seems to have its own idea of how to contend with increased pressure from the majors. Some frankly admit that they are going to continue to stay out of the fields in which the majors push heavily, and concentrate on items where the majors do more or less of a token job.

Specialization for Many
Continued, for instance, is concentrating indie production on certain (Music Indies Swinging, page 112)

Racks & Mail Orders Slice Store Sales

Dealers Claim Cut-In Plenty

NEW YORK, April 13.—Music stores throughout the country are beefing more and more about the manner in which sheet music racks and music mail order houses are cutting into their business. Pubs themselves are of the opinion that in many cases the stores have a legitimate beef. One outstanding example of the rack situation right here in town is the Giegel's department store music department, which has been losing customers steadily, and attributes the loss to a considerable extent to the fact that there is a Song Distributing Corporation-Ameri News Company rack right in Penn Station, railroad terminal just a stone's throw from the store.

Mail-order houses in the field such as Musical Instrument Exchange, Mutual Music Supply, Key Music (a Bourne subsid) and others have been doing a pretty aggressive job, and many customers have acquired the habit of purchasing their music product by mail rather than from the stores. Stores themselves, in the opinion of some observers, are to blame for this situation. It is said that the fact that they failed to carry adequate stock (and in many cases no stock at all) of many music items discouraged buyers seeking those items, and tended to make them use the mail houses' services.

Demands Sock B. O. When Names Jump To Competish Spots

HOLLYWOOD, April 13.—Demand for names by ballrooms, including Casino Gardens, Aragon, Meadowsbrook, Palladium, Trianon and Avadon, has created a problem for booking firms here, with name bands repeating or jumping to competition spots, and results seem to be disastrous.

Avadon Ballroom, Los Angeles, is to open shortly with Barney McDevitt as manager, finally cracked open the door to top name band booking, with the Glenn Miller crew set for six weeks starting September 11. It is understood the Avadon deal closed at the \$7,500 mark.

Miller deal puts Avadon in the key booking spot. McDevitt has a duo deal for Bobby Sherwood and Jan Garber for debut May 8, but July and August are open.

Experimental booking by Meadowsbrook of Gene Krupa's band, six weeks after conclusion of his engagement at the Palladium, hasn't worked out profitably, with his off as much as \$9 per cent. Profits taper off considerably in most locations here during Lent.

Boosey-Hawks Drops Suit

NEW YORK, April 13.—According to papers filed in Federal Court here on April 5, the infringement suit against RCA-Victor and Columbia Recording Corporation brought by Boosey & Hawks, Inc., was discontinued without prejudice and without cost to either party. Suit originally charged that the two disk companies copied the Boosey-Hawks copyright song *Pomp and Circumstance* without proper license or consent.

Overbeck Books Diego Terpspots

HOLLYWOOD, April 13.—As an aftermath of Larry Finley's court victory in his anti-trust suit against MCA in which he stated that due to an exclusive deal MCA had with the competing Pacific Square ballroom in San Diego, Calif., he could not secure name bands from the booking firm for his Mission Beach Ballroom, Bud Overbeck, MCA booker, has been assigned to book both Mission Beach and Pacific Square. Overbeck is submitting all MCA bands playing in the San Diego area to both managements at the same price unless a band leader specifically states he desires to play either spot and then this must be in writing so as to protect the booking firm.

Overbeck is the only important member of MCA's Beverly Hills band-booking division who was not subpoenaed in the Finley-MCA suit and move by the office to have him handle the San Diego ballroom bookings is seen as setting MCA in a completely neutral position. Overbeck, who originally concentrated activity as local cocktail head, is booking Biltmore Hotel plus the Trianon Ballroom, which Larry Barnett handled prior to his becoming overlord of all MCA band chief, headquartered primarily in New York.

Asks Lincoln Sunday Dances

LINCOLN, Neb., April 13.—Request that Lincoln City Council relax its ban on Sunday dancing was made by Eddie Garner, who has leased the Antelope Park Pavilion here. Garner pointed out that Sunday dancing is permitted outside the city limits and that Sunday movies and baseball are permitted inside the city.

ASCAP's New Pay Method Isn't Jelling So Well With Some High-Rated Cleffers

Participation Okay, But Yelp Re Inactive Grab

NEW YORK, April 13.—New method of paying writer-members of the American Society of Composers, Authors and Publishers backfired yesterday (12), touching off a violent hubbub among middle and high-ranking penners who found that their latest checks were lower than those received last quarter. Under the new method of slicing the writer melon, all but Permanent Class and Class 4 share percentage-wise. Formerly all writers up thru Class C-1A received fixed amounts, no matter how the total writer bundle fluctuated (see *The Billboard*, April 6).

Checks were mailed yesterday, and the ruckus started when some penners went directly to ASCAP's offices here to pick up their checks, rather than wait the postman. For the first time in several years, they found that the latest check was not larger than the last previous check, and was, in many cases, smaller. Explanation appeared to be that money had been shifted from the upper brackets in order to pay more to the new participating classes below CC. The reluctant uproar spread to Lindy's in no time and was a far cry from the sweetness and light which prevailed at the ASCAP dinner two weeks ago, when the new payoff was announced by President Deems Taylor.

Pan Non-Productive Penners

Writers consulted by *The Billboard* before press time seemed agreed that

the "common enemy" is not the new system of allowing lesser lights to share in increased ASCAP revenue, but rather that portion of the old system which perpetuates the income of non-productive writers. Penners who got stung yesterday by the receipt of less dough than they expected were mumbling of doing something about "eliminating the dead wood." There was also increased agitation about hastening adoption of the Ahlert plan of paying writers, under which system a writer has to maintain his activity or else skid down the classification scale.

Discussion was too hot and excited to add up to a concerted drive for action, but it is expected that unless the society comes up with another joker, a campaign will be waged by the lately disappointed writers. Object: more dough for them that works, and less dough for them that don't.

10% Hike for Met Musickers

NEW YORK, April 13.—Ten per cent pay increase for Metropolitan Opera musicians has been negotiated for next season by Local 802, American Federation of Musicians. Eight-performance weeks go from the current \$148.80 to \$164.80. Seven-performance weeks will be upped to \$139.15, from \$126.50. Two-week preliminary rehearsals which paid \$99 per week this year, will cost \$108.90.

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TOP TUNESTER

#474

Hep Hit-Maker

HEP HIT-MAKER

#475

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DALLAS BARTLEY

And The Band That Comes On

#476

"ALL THAT GLITTERS IS NOT GOLD"

Vocal by Tony Pastor, Virginia Maxey, Tunetimers & Chorus

"WHO'S GOT A TENT FOR RENT?"

Vocal by Tony Pastor and Virginia Maxey

"CEMENT MIXER"

(Put-ti Put-ti)

Vocal by Nancy Reed

"THE GYPSY"

Vocal by Frankie Lester

"THEY RAIDED THE JOINT"

(And Took Everybody Down But Me)

Vocal by Dallas Bartley

"ALL RUZZITT BUZZITT"

Vocal by Dallas & The Boys

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CANZONE AMARA AND CHE MALASPINA

(Sung in Italian)

RCA VICTOR 25-7079

WALTER DOMBKOWSKI

and his Orchestra

SACASAS ORCHESTRA

TOWN TAVERN POLKA AND CORN COBBERS POLKA

RCA VICTOR 25-1056

POCO LOCO (A Little Bit Crazy)

Vocal by Octavia Mendoza

AND SI NO TE VEO MÁS

(If I Don't See You Anymore)

Vocal by Walfrado de Los Reyes (Both sung in Spanish)
RCA VICTOR 23-0308

Remotes' Impotence Emphasized by 50G Mooney Folderoo

NEW YORK, April 13.—Art Mooney gave it up as a bad job this week, disbanding his ork Wednesday (10) following an engagement at Adams Theater, Newark, N. J. Decision to fold brought to an end what the trade had long considered an outstanding example of trying to build from the top down. Mooney's payroll was said to have averaged \$2,600, making unprofitable the sort of engagements often to him. People close to Music Corporation of America, which booked the band, say Mooney's backers lost in the neighborhood of \$50,000 during the comparatively short-lived venture. Other estimates place the loss closer to \$70,000.

Mooney had played a lengthy engagement at Hotel Lincoln here, operated by Mrs. Maria Kramer. Some weeks he had as high as 22 remote broadcasts from the spot, often coming into the room during the day for special airings. Some time ago he cut several disks for Vogue Records. No Vogue platters have hit the market as yet, however.

MCA execs say they have been trying for months to convince Mooney to cut his pay roll and that if he will reorganize on a more economical basis they think they may be able to make use of all the air time he had, plus the forthcoming recordings. As is, this was another indication that air time was not important enough to boost the band to a point where it could pay big-name freight.

North Shore's Swank 'Anchor' May Be New Name Band Location

NEW YORK, April 13.—A new band location in the swank North Shore section of Long Island here will open at the Knickerbocker Yacht Club, Port Washington, May 24. First ork hasn't been signed yet, but Joe Serena, op, is talking in terms of Guy Lombardo, Xavier Cugat and that ilk.

Yacht Club, a private lay-out, has leased its Anchor Room to Serena, who envisions a class enterprise on the order of the old Pavilion Royale, where Rudy Vallee made hay years ago.

Dave Salmon Brings Name Orks Back To Syracuse, N. Y.

SYRACUSE, April 13.—Dave Salmon, Inc., has leased State Armory to play Tommy Dorsey, playing to 3,100; then Carmen Cavallaro, who brought in 1,600 payees. April 4, Hal McIntyre in for one-nighter, then Salmon interests switched to Lincoln Auditorium, where he brought in Woody Herman for straight concert at \$3.60 top April 12.

April 20 Salmon back at Armory with Bobby Sherwood and dance one-nighter. Salmon, just out of army, was former local newshawk.

Blue to Green Room; Waples in Eastern Bow

NEW YORK, April 13.—A familiar face will re-appear and a new face will break into this town on successive days when Blue Barron returns to Hotel Edison Green Room April 23 and Bud Waples makes his Eastern debut at Pelham Heath Inn April 24.

Barron, back at his old camping ground after a spell of army, has some of his original men with him, including chanter Clyde Burke. Waples formerly worked a territorial ork around Minneapolis.

On the Stand

Opie Cates

(Hollywood Palladium, Hollywood)
(Booker) Art W. Whiting (agent)
(Personal Manager) Frank Healey
TRUMPETS: Jim Hardy, Zeke Zarochy,
Chuck Mackey and Jim Talbert.
TROMBONES: Abe Lincoln, Bruce Squires
and Jim Jackson.

SAXES: Bud DePre, Clyde Hytton, Max Waller, Johnny Hamilton and Park Parkinson.

Opie Cates, clarinet.

KEYTIDE: Lew Baileman, bass; Carroll Thompson, guitar; Roger Renner, piano, and Carl Mass, drums.

VOCALISTS: Anita Boyer and Barry Carlton.

ARRANGERS: Denby Donaldson and Opie Cates.

Opie Cates, who waves the stick on the Judy Canova-Barry Fitzgerald and Parky's airshows, has long been interested in the straight dance band field, and is now giving it a try as fill-in on Buddy Rich's off-night. Cates' career here to get the same he fronts for the airers, although some regulars are in the ranks. This doesn't make for best co-ordination, but is an which Jax says will cure once he can get his air crew to share the stand.

In general, band provides satisfying terp tunes, with emphasis on the melodic line. Arrangements lean to smooth synops, spot-lighting Cates's full-toned clary. At this terper, however, kids crave more fire than this aggregation now offers, although stronger rhythm section might help. Fact that boys stick to music making and forget to turn on personality for payees also contributes to general chill. Band needs novelty tunes in its book and arrangements with more zip to please live juves.

Thrust Anita Boyer does pleasing vocalizing on such ditties as *Surprise Party* and *Forgetful*. Barry Carlton would better his warbling if he would add a sa appeal to his vocalings. Guy has a good bary but could put more showmanship into selling his songs.

Moss Pacts Morris, Grant

NEW YORK, April 13.—Harry Moss Agency has signed Johnny (Paradiddle) Morris and Johnny Grant to booking pacts. Office will handle Morris's bookings following his General Artists' Corporation six-weeker at Fritols Club, Virginia Beach, a where he opens May 11. Grant, trumpeter-singer just out of the navy, makes his debut as a maestro April 20 when he opens for the summer at Terrace Gardens, Cohoes, N. Y., with a nine-piece. Agency plans to enlarge the ork later. Morris and Grant join Enoch Light and Johnny Messner under the Moss banner.

Sinatra's \$125 to 25G Jump

CHICAGO, April 13.—A salary of 200 times that which he received during his last appearance here will be earned by Frank Sinatra when he appears at the B&K Chicago Theater May 10-17. Last time he appeared here (about five years ago) Sinatra received \$125 per week as a vocalist with Tommy Dorsey's band. That engagement, too, was at the Chicago Theater. For his May 10-17 run at the Chicago, Sinatra will receive \$25,000, to be the highest figure the theater has ever paid for an entertainer.

4 Names for Buff Ball Park

NEW YORK, April 13.—Lou Pepe, Buffalo promoter, was around town last week pricing orks for June 23, when he hopes to use four names in a swing concert at Buffalo Ball Park, capacity 35,000. Will charge around \$1.20, including tax. Charlie Spivak has already been signed for the deal. He will play one hour, moving to Duncirk, N. Y., for an evening date. Other bands are not yet lined up.

Sen. Chavez Pitches To Get Music Ban Against Yanks Lifted

MEXICO CITY, April 13.—U. S. Senator Dennis Chavez, who is down here for the Inter-American Labor Conference, this week interceded with the Mexican Musicians' Union in an effort to persuade them to lift the ban against American musicians playing this country. Ban originally imposed as counter-action to American Federation of Musicians' ban on Mex musicians playing America. Chavez pointed out that American Congress is attempting to pass legislation intended "to do something about union bosses in music." (Obvious reference to Lea Bill.)

A. C. Blumenthal, owner of the Newark nitery, Ciro's in the Hotel Reforma here, said that he hoped and expected that the AFM would again permit international broadcasts from the spot, which were banned by the rank union two months ago. Ciro's has the spot where Everett Hoagland had played for a number of years before the Mex union retaliatory ban.

Lawrence's O'seas Jaunt

NEW YORK, April 13.—Robert Lawrence, ex-luminary of The Herald-Tribune's music staff, from which Uncle Sam snatched him in 1943, flies back to Europe in an ex-G.I. Thursday (18) to conduct his first concert at the Strassburg Festival. Guest-conductor appearances will follow in France and Italy, as well as a concert and opera tour with Lawrence Tibbett. During army service in Italy, Lawrence urged and led the Mediterranean Symphony Orchestra, U.S. Special Services group. He has been bid for guest shots with the NBC Symphony after the current tour.

ANOTHER
DEAN HUDSON
FIRST!!!



For the first time in their history the management of Baltimore's Hippodrome Theatre has held a bond over for two weeks!!!

DEAN HUDSON
AND HIS ORCHESTRA
Featuring **FRANCES COLWELL**

Personal management: JERRY KENNEDY
Phone: HYDRA 7475, Circle 7-3439
GENERAL THEATRE CORPORATION

Petrillo Demands More \$\$ and Jobs From Radio, Pix

(Continued from page 20)

more important, from the standpoint of total expenditures—a guarantee of much wider employment on stations taking network programs.

Apologists for radio, however, are quick to claim that whereas web programming, as practiced now, displaces local musicians—the extent of this displacement is not as severe as that experienced by the AFM when sound films moved into the pix houses. This major catastrophe in AFM employment, it is figured, cost the jobs of some 18,000 theater musicians, who were replaced by a few hundred in studios.

Demands on Pic

AFM contract with major pix producers expired April 1. New demands, given to the eight major motion picture companies at a meeting with the AFM board at the Belmont Plaza, called for the following: A 200 per cent increase in the number of men regularly employed in major studios and a 100 per cent increase in wages. This means a total employment of 720 men working a 10-hour week, each receiving \$10,400 yearly, as against the old contract's 235 men receiving \$5,200 yearly for a 10-hour week. Petrillo also asked pay increases for instrumentalists not on a regular working schedule, and myriad other demands such as \$25 extra pay for any line spoken by an irregularly employed musician, and 30 per cent extra pay for any musician required to furnish more than one instrument or more than one suit of clothing on any call.

Estimates of what the demands mean to producers vary. Early in the week it was figured the producers' cost would be hiked from an annual expenditure of \$1,225,000 to \$7,488,000 under the new terms. Later estimates revised the figure upward to between \$15,000,000 and \$20,000,000. Producers issued a formal statement calling the proposed terms "fantastic" and "crippling." More talks are scheduled.

Maneuvering in N. Y.

Meanwhile, quiet moves by the AFM to solidify its position in the recording and band field, and an undercurrent of excitement in radio circles expecting to take advantage of the Lea Bill's provisions as soon as possible, were evident in New York. Various disk companies, for instance, were informed by the AFM that a change in wax scales and working conditions were wanted by the union. Capitol, Muzak and Columbia Records are known to have received such communications, indications being that specific demands would be forthcoming at a later date. Band agencies were also contacted by the AFM and told to file all radio renewal contracts with the federation.

At Local 802, agitation against the Lea Bill was marked, with Bob Sterne, exec of local, early in the week making an impassioned plea on the exchange floor for supports against the measure. He spoke for 10 minutes, at the conclusion of which Western Union blanks were handed out and the members requested to send protests to President Truman.

MacIntyre's Rollerdom

TORONTO, April 13.—Hal MacIntyre and his orchestra played a one-nighter (9) here at the Mutual Street Arena, drawing 2,100 customers. Admission, \$1.25; door price, \$1.50. Arena, a rollerdom, hasn't featured a name act for several months, but is getting back in the groove with Charlie Spivak skedded for a one-nighter June 18.



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Warbler Emphasis Seen in J. Dorsey's Pacting of Carroll

NEW YORK, April 13.—Jimmy Dorsey has taken on Bob Carroll, former Charlie Barnet singer, who subsequently did a single on a flock of transcriptions and a number of NBC Hollywood sustainers. Fresh out of the army, Carroll replaces Buddy Hughes in Dorsey's larynx division. Based on his reaction to the Carroll-Dorsey arrangement is favorable to both, trade figuring Carroll's three-and-a-half-year hitch in the service leaves him in need of an important band slot as a bulider. Agency sages see the move as equally beneficial to Dorsey, who, despite current endeavors to feature his instrument prowess, has never been so prominent as when he had potent vocalists like Helen O'Connell and Bob Eberly.

Dorsey's recording fortunes have been brightening lately, after a brief period of discontent with Decca Records Corporation. Decca has been going in heavy for Dorsey season lately, with another set for Monday (15). An album of JD's old Eberly-O'Connell smash is due for issue shortly.

"Survey" Lines Up 3 Pubs; Debs Disk

HOLLYWOOD, April 13.—Music Survey, the song-testing org headed by Al Rakitin, has lined up Leeds Music, Robbins and Shapiro-Bernstein for initial pre-publication tune reaction. Johnny Gluskin, the band p. m. and Eastern rep for Music Survey, has just arrived with booked deals. First test via specially recorded platters sent to over 600 disk jockeys on outlets throughout the country is "That's My Home, a Leeds melody.

Outfit has already set up a staff of arrangers and music conductors, with Lud Gluskin probably leading off with a large band cutting. Home joined, not only by a male and female vocalist, but also by a choral group. Side will be a vinylite 10-inch. Prepared scripts will also go to jockeys.

Russell Is Finally Morris's

HOLLYWOOD, April 13.—Deal whereby the William Morris Agency takes over complete booking control of singer Andy Russell from General Artists' Corporation has just been concluded. Russell, originally booked by GAC, switched to the Morris agency last year, after his contract with GAC still had some time to run. Outcome was that GAC was paid full commissions on any work Russell did with Morris booking the singer for gratis until his prior agency contract expired. With a year and a half still to go on Russell's paper, GAC consented to accept a lump sum rather than continue collecting a weekly percentage. Bullets Durgom and Sam Stiefel remain in Russell's personal management arrangement.

Freddy Martin Plans Diskery

HOLLYWOOD, April 13.—Last week, broker Harold Oxley and his associate, Al Katz, were mentioned as going into the record biz, and now comes an announcement that Freddy Martin has decided to establish his own label. Deal doesn't mean that Freddy will cease cutting for Victor, but platter idea is in connection with his record store soon to be opened in the Ambassador Hotel here. Martin expects to wax intimate album a la Liberty Records, of New York. Label will be called Ambassador, named after the hotel where his band has been featured for more than five years.

Feinberg Won't Run Again; May Resigns as Secy.

(Continued from page 20)

Truman. This was done after Robert Sierce, editor of the local's official journal, had spoken on the subject over the exchange floor p-a system. The next day the committee appeared before the city council and declared that it didn't regard itself as being out of order or as revolting against Rosenberg, but that it saw itself as offering aid to the leadership in waging a common struggle. The exec board, with Rosenberg absent, took the matter "under advisement."

Committee is now petitioning for an April 19 general membership meeting, and is seeking to have the exec board do everything possible to guarantee a quorum. This meeting would be another step in rallying the membership against the Lea Bill.

Rosenberg Says "Unimportant" Altho the exchange floor has been blazing all week with talk of the lights-on, lights-off routine at Palm d'Or, last Monday, Rosenberg does not attach importance to the affair. "The fact that there was no quorum proves rank and file confidence in the administration," Rosenberg told The Billboard. He sees little efficacy in a rank and file endeavor to pressure Congress or the President.

Departure of Feinberg leaves the Blue Ticket different proposition than the group which came to power 11 years ago. Feinberg joins such former sparkplugs as Max Arons, Sam Tabak and Dave Freed on the roster of ex-Blue officials, and it is believed that Feinberg's loss is the most serious yet incurred by Rosenberg.

Feinberg discounts rumors that he will associate himself with Music Corporation of America or General Artists Corporation after expiration of his term in office. He says he has made no commitments and that altho he has long been in receipt of offers from talent agencies, he is not at all sure into what field he will go. There is talk that he may return under his term, that he will resign around July.

Levy to P.M. Charles Trenet

NEW YORK, April 13.—Lou Levy, thru an arrangement with Raoul Breton, who heads up Levy's French music interests, is acting as personal manager for Charles Trenet. Gaelic singer, who is on his way to this country. William Morris Agency will book the French warbler. Trenet is the second name transfer from France to hit these shores since war's end. Jean Sablon, having done a fast couple of months here before returning to his own country.

Coast Navajo Sold for 90G

HOLLYWOOD, April 13.—Navajo Ballroom at Big Bear Lake, Calif., owned for some time by Henry Halstead, former semi-main band leader, has been bought by Harry Christman for a reported \$90,000. Spot is the only danceery at the popular mountain resort since Stillwell's Ballroom burned to the ground at the end of last season. Christman Bros. Agency continues exclusive at the spot, with Al Jahns's band set for the entire hot-weather run.

Tanz in TD Program Deal

NEW YORK, April 13.—Tommy Dorsey has formed a souvenir program firm, Franziska Bros. Agency, set for early May operation. Irving Tanz, former BMI contactman, is said to have been talked to for an exec slot.

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THE THREE SUNS

It Couldn't Be True

and

Everybody Loves My Baby

Record 7180

PHIL REGAN

Strange Love

(from "The Strange Love of Martha Ivers")

and

I'd be Lost Without You

Record 7181

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Music—As Written

NEW YORK:

Gossiprattlers have it that the major diskers are just waiting for the price lift okay on shellac to come thru from OPA before they raise their 50 centers to 60. Supposed to happen sometime around beginning of June. All major diskers deny any intention to up 50-cent price. . . . Mills Music (American Academy of Music) is printing the lyrics of rebo smash Cement Mixer on cards which are placed on tables at 400 Club where Charlie Barnet, who disked tune for Decca, is current. If practice became widespread lyric mag publishers who buy "exclusive" rights may yowl as they did on record company usage of lyrics in promotion books. . . . Paul Puner says he has merely resigned Musicraft presidency but will be back with firm probably as head of classical and kiddie diskings. Eddie Ellinger, Musicraft veepee, confirms this. Puner still owns considerable block of stock in the outfit. . . . Irv Gwirtz's mother died last week. Gwirtz was formerly Musicraft exec now heading up several disk distribution, pub and other enterprises. . . . Schillinger System of Music, two-volume book published by Carl Fischer and selling at \$30 per set, has already sold better than 1,000 copies. Name ork leaders, both pop and longhair, as well as many top arrangers are raving the tomes. . . . Robbins has somewhere around 14 platters set on its Love On a Greyhound Bus tune, featured in the next MGM Van Johnson starrer, No Leave, No Love. Cosmo is making an album of the film's tunes done by Pat Kirkwood, English actress, who plays fem lead opposite Johnson. . . . Sagebrush Symphonies the current rage in Canada.

Jack Robbins's colleagues at the Big 2 firms are cooking up a party to celebrate his thirty-fifth anniversary in the music business. Tentatively set for May 15.

PUBS AND PENNERS: Paramount Music's To Each His Own will get a send-off from Paramount Pix, whose Olivia DeHavilland film bears the same title. Pic firm will send 800 Bob Graham-Robert Emmett Dolan transcriptions of the song to U. S. and Canadian radio stations. Song is by Jay Livingstone and Ray Evens. Dick Kuhn has a novelty called Chi-Chi-Ri-Ga (pronounced Kiggidy Goo), by Art Withall, R. Earlton Rae and Kuhn, who will record it on his top label and publish it himself. The

title is supposed to be Neapolitan for Let's Pitch Woo Goo. . . . BM adds Tom Martin's Romaine Music to its roster of affiliates. . . . Uncle Will Rossiter, 79 years old, celebrates his 56th anniversary in the music business Saturday (20).

BAND BATTLE: Kay Allen will do the vocals with new Claude Thornhill band. . . . Ray Nance may rejoin Duke Ellington. . . . Ray McKinley takes on Chris Adams ship. . . . Henry Wells, trombonist-vocalist, switches from Count Basie to Rex Stewart. . . . Billy Eckstine goes into Harlem's Club Sueda April 25 for five weeks. . . . Bobby Byrne now has Dick Merrick, ex-Jerry Wald, on vocals. Opens at Roseland Ballroom April 25. . . . Benny Goodman, the Dorsey, Duke Ellington, Frank Sinatra, Art Tatum, Artie Shaw and Xavier Cugat are among those listed to appear in the spring series of Carnegie Hall Pop concerts. . . . King Guleon and MCA packed for seven years. . . . Harry Cool goes into Chase Hotel, St. Louis, May 31, for two and a half weeks. . . . Jean Campbell will vocalize for Steve Kistler. . . . Mill Britton signed for the summer at Atlanta, Conny Island. . . . 14 Green set for a Southern tour. . . . Hank Johnson returns to Singsong Casino here this week. . . . Johnny Bothwell presents his band in England around May 10. . . . Warner Ruhl closes at Hotel Washington, Indianapolis, June 15, after a full year. . . . Irving Roberts replaces Emile Holst at Cava Madison here.

PLATTER PALAVER: Sonora signs Velvetones. . . . Moe Asch's Disc Records sponsoring a Stella Brooks Town Hall Concert Saturday (20), to coincide with release of a Brooks Album. . . . Mrs. Dick Haymes, known as Joanne Dru, grabbed the role of Rose, romantic lead in the screen version of Abie's Irish Rose, to be produced by Bing Crosby. . . . Louis Armstrong and ork do their first RCA-Victor date next week. Two pops and two stand-arbs are set. . . . Bibletoe President Arthur L. Becker posts out that his contract with Scramton Record presery guaranteed him continued production in the event plant was sold. He says he is certain Capitol will honor the pact, and his production will not suffer.

A benefit date which pays some orks more than enough to meet expenses and still doesn't pay enough to create guilty feelings is Halloween

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Hospital, Sicilian Island. Every Tuesday, a name band plays an auditorium show for raffish mob and other movers to the artists' club for a brief dance.

CHICAGO:

Ted Weems and boys are taking a seven-day break. Weems is heading for the Coast and his boys are spreading out toward their homes. Don Reid will play one-nighters at Chi's Melody Mill Mondays, Tuesdays and Thursdays during April, May and June.

Sharon Rogers opens at Flint (Mich.) Athletic Club April 19. . . Billy Bishop closes at Roosevelt Hotel, New Orleans, April 27, and opens at the Blackhawk May 15. . . Bobby Byrne set for New Casino Ballroom, Fort Worth, July 22-August 4.

Frankie Carle to play Colorado A&M prom at Fort Collins May 31. . . Sam Donkows set for Tule Town, St. Louis, April 23-30. . . Chuck Foster will do two weeks at the Oriental Theater starting May 16. . . Louis Jordan will open at the Paramount, N. Y., June 5.

Johnnie Long will do Cedar Point, Sandusky, O., July 19. . . Glenn Miller took skedded to play at Purdue U. doings in Lafayette, Ind., April 26. . . Alvino Rey's tour finds him playing theaters and ballrooms in the Wisconsin, Indiana and Illinois circuits. . . June Christy, Stan Kenton ork chirp, celebrated her first anniversary with the Kenton band recently.

HOLLYWOOD:

Bob Troup, writer of Daddy, has come in Route 66, with King Cole record out shortly. . . Lawrence Welk to Chicago for week vacash while band continues at Aragon. . . Pan-American diskery has Hollywood office now. . . MCA's Bud Overbeck to Las Vegas and Lyle Thayer to San Fran for Dick Jurgens opening.

Al Compere had to quit Music Publishers' Contract Employees Union head job here since his job with Republic Music keeps him too busy. . . Les Brown vacationing here. . . George Auld to New York for quick recording date.

Jerry Johnson flacking Mercury Records on Coast. . . Al Jarvis' Con You Tie That record quizzier spotting name bangers and warblers as guests on KLAC now. . . Glen Henry's new band with Lawrence Welk at Aragon. Welk inked new three-year pact with Decca. . . Aladdin Records has Bobby Ramos's

band for album altho Black and White diskery followed with exclusive contract to cut Ramos's crew.

Hal Tate and wife, entertainment writers from Chicago, in town. . . Paul Page getting hep Hawaiian band for Urban Records. His tune Who Is Kilroy, recorded by Tin Ear Tanner and his Backroom Boys for Bellone and Four Star, has Ted Rio Rio on another Kilroy tune.

Pits Singer out of service and looking into death here. . . Danny Becker folding band in East to solo. . . Jason Tiel headed over disk date for first time for Harry Lin's Keynote session here. . . Spike Jones band headed for Canadian one nighters. . . Dorothy Claiborne, singer from Chicago, working here.

HERE AND THERE:

Art Frew, head of GAC's Cincy office, and his new bride, Georgia Brown, band singer, have returned to Cincinnati after a honeymoon in New Orleans.

The Dukes ork, pre-war outfit, is reorganizing, with Carlyle Corbin at the helm. Corbin is arranger for Andy Kirk. Walt Sullivan will return as vocalist; Linwood Ewell will play drums, Wesley Walker and Corbin, bass. Rest of outfit not set as yet.

Jerry Feld, formerly with Gene Krupa, has been signed to the sax section of Ethel Lawrence's crew. He replaces Frank Lewis, who went with the new Milton Starr unit at WIP, Philadelphia. Lawrence's band preases a new series for the Associated Transcription Service April 17.

Charlie Spivak and his vocalist, Jimmy Saunders, were made honorary members of Philadelphia Record Dancers' Association when they visited that group at a meeting. . . Abe Neff and his band have made four Yiddish sides for 20th Century Records. . . Nate Snader, just out of the army and former house band leader at KYW, Philadelphia, was signed by the Philadelphia Orchestra as a violinist.

Nita Pedicini is leaving Frank Capone and Tony Starr's VaZe-Po (Go to Work) at Ciro's, Philly. . . George Sommers and his crew have been signed for Wayne's Ballroom, Philly, for the summer. . . Vaughn Monroe comes to Sunnysbrook Ballroom, Pottstown, Pa., for a one-nighter, April 26.

Louis Armstrong played Atlantic City Convention Hall April 13. . . Charlie Barnet and Art set for a dance date at Convention Hall May 3. . . Una Mae Carlisle heads a jazz concert at Mercantile Hall, Philly, April 13.



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SAMMY KAYE — Victor 20-1795
TED MARTIN — De Luxe 1017

DANNY O'NEIL — Majestic 7171
SLEEPY VALLEY FIVE —
Cosmo 55 701
KATE SMITH — Columbia 36963
JO STAFFORD — Capitol 238

JUST A-SITTIN' AND A-ROCKIN'

GEORGIE AULD — Musicraft 15044
THELMA CARPENTER —
Majestic 1033
DELTA RHYTHM BOYS —
Decca 18739

DUKE ELLINGTON — Victor 27587
STAN KENTON — Capitol 229
CHARLIE BARNET and the
DELTA RHYTHM BOYS —
Decca 23541

ALL THAT GLITTERS IS NOT GOLD

MILDRED BAILEY — Majestic 1034
JIMMY DORSEY — Decca*

TONY PASTOR — Cosmo 474
DINAH SHORE — Columbia 36977

PICKLE IN THE MIDDLE (AND THE MUSTARD ON TOP)

LOUIS PRIMA — Majestic 7179

from Feist

SEEMS LIKE OLD TIMES

GEORGIE AULD — Musicraft 15060
THELMA CARPENTER —
Majestic 1030
FIVE RED CAPS — Davis 2101
GUY LOMBARDO — Decca 18737
NICK LUCAS — Diamond 2021
MACK TRIPLETS — De Luxe 1016

GAIL MEREDITH — Monor 1020
ART MOONEY — Vogue 711
VAUGHN MONROE —
Victor 20-1811
RUBY NEWMAN — Starling 7004
BOBBY SHERWOOD — Capital*
KATE SMITH — Columbia 36950

2 Hits from the Musical Play "THE DAY BEFORE SPRING" YOU HAVEN'T CHANGED AT ALL

GEORGIE AULD — Musicraft 15059
BOB CHESTER — Sonora 3006
BOB GRAHAM — Jewel*

WOODY HERMAN —
Columbia 36988

A JUG OF WINE

THELMA CARPENTER —
Majestic 1030

WOODY HERMAN —
Columbia 36968

from Miller

From M-G-M's "THE HOODLUM SAINT"

SWEETHEART

CONNIE BOSWELL — Decca*

BENNY GOODMAN — Columbia*

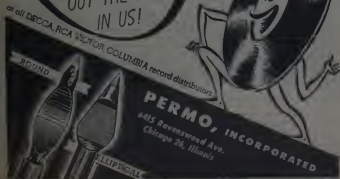
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Recently shared her a top spot among the current New York City's hottest vocalists, named for T. Denny's musical hit, "The Girl Who Sings a Melody Song."

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I'M A BIG GIRL NOW VOCAL BY VERA HOLLEY

DON'T BE A BABY, BABY VOCAL BY MICHAEL REVELL

STERLING NO. 7004 APRIL RELEASES

SEEMS LIKE OLD TIMES VOCAL BY MICHAEL REVELL
IT COULDN'T BE TRUE



MICHAEL REVELL

Keep your ears on Michael Revell, whose recent work has been a real success story. He's the new voice of the "Daddy-O" era.

STERLING NO. 7005 APRIL RELEASES

ONE-ZY, TWO-ZY, WE'LL GATHER 'LILACS

WHERE DID YOU LEARN TO LOVE? - ALL THROUGH THE DAY

TOMMY JONES & HIS ORCH.

Vocals by LOUISE FORB

STERLING NO. 7006 APRIL RELEASES

LET'S GO TO THE SUN VOCAL BY TOMMY JONES & HIS ORCH.

LET'S GO TO THE SUN VOCAL BY TOMMY JONES & HIS ORCH.

LET'S GO TO THE SUN VOCAL BY TOMMY JONES & HIS ORCH.

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PART I—The Billboard

HONOR ROLL OF HITS

(TRADEMARK)

THE NATION'S TOP TUNES

1. OH! WHAT IT SEEMED TO BE
2. ONE-ZY, TWO-ZY (I LOVE YOU-ZY)
3. YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART)
4. PERSONALITY
5. DAY BY DAY
6. SHOO-FLY PIE AND APPLE PAN DOWDY
7. LAUGHING ON THE OUTSIDE (CRYING ON THE INSIDE)
8. DOCTOR, LAWYER, INDIAN CHIEF
9. SIOUX CITY SUE
10. PRISONER OF LOVE
11. SEEMS LIKE OLD TIMES
12. ATLANTA, G. A.
13. ALL THROUGH THE DAY
14. I'M A BIG GIRL NOW
15. I'M ALWAYS CHASING RAINBOWS

The nation's 15 top tunes, THE HONOR ROLL OF HITS, is determined by a scientific tabulation of various degrees of each song's popularity as measured by survey features of The Billboard's Music Popularity Chart. The title "HONOR ROLL OF HITS" and the listing of the hits have been copyrighted by The Billboard. No use of either may be made without The Billboard's consent.

ENGLAND'S TOP TWENTY

POSITION	SONG	ENGLISH	AMERICAN
1	1. CHICKERY-CHICK	Campbell Connelly	Santley-Jay
2	2. I DREAM OF YOU	Peter Maurice	Embassy
3	3. ASHBY DE LA ZOOCH	Noel Gay	Manhattan
4	4. I'LL BUY THAT DREAM	Bradbury Wood	Burke
5	5. CRUISING DOWN THE RIVER	Cinephonic	Van Heusen
6	6. IT MIGHT AS WELL BE SPRING	Chappell	Williamson
7	7. I CAN'T BEGIN TO TELL YOU	Chappell	Burgess
8	8. LET BYGONES BE BYGONES	Feldman	Van Heusen
9	9. IT'S A GRAND NIGHT FOR US	Chappell	Williamson
10	10. KENTUCKY	Campbell Connelly	BMI
11	11. I'LL CLOSE MY EYES	World Wide	
12	12. IF I HAD A DOZEN HEARTS	Victoria	Paramount
13	13. ALONG THE NAVAJO TRAIL	Peter Maurice	Loods
14	14. WHEN THE GANG MEETS AGAIN	Strauss-Miller	
15	15. I'M SO ALL ALONE	Peter Maurice	
16	16. WITH YOU	Irwin Dask	
17	17. PLEASE DON'T SAY NO, SUN		Felat
18	18. I FALL IN LOVE TOO EASILY	Francis Day	Felat
19	19. RANCHO BERNARDE	Southern	Southern
20	20. ON THE ATCHISON TOPEKA AND SANTA FE	Sun	Felat
21	21. IT'S BEEN A LONG MOON	Chappell	Harmes, Inc.
22	22. TIME	Bradbury Wood	Morris
23	23. LET IT SNOW! LET IT SNOW! LET IT SNOW!	Chappell	Morris

PLAY STATUS OF FILMS WITH LEADING SONGS

Tunes listed alphabetically are in films currently showing or to be shown soon. Only tunes which have won a position in one or more of the other features of the ALL THROUGH THE DAY (Williamson), in 20th Century-Fox's "Centennial Breeze," National release date—November, 1945.
DOCTOR, LAWYER, INDIAN CHIEF (Burke-Van Heusen), sung by Betty Hutton, in Paramount's "Blondie Club," National release date—December 26, 1945.
AREN'T YOU GLAD YOU'RE A YOUNG MAN (Burke-Van Heusen), sung by Bing Crosby in Rainbow Productions' "The Bella of St. Mary's," National release date—December, 1945.
HERE COMES BEAVER AGAIN (Robbins), sung by Vivian Blinn and Perry Como in 20th Century-Fox's "Wet-Up and Dream," National release date—January, 1946.
I CAN'T BEGIN TO TELL YOU (Burgess-Van Heusen), in 20th Century-Fox's "The Dolly Sisters," sung by John Payne, National release date—November, 1945.

Chart are listed, since many film-fueled tunes never reach any degree of popularity, and many others are never even published.
I'M ALWAYS CHASING RAINBOWS (Miller), in 20th Century-Fox's "The Dolly Sisters," sung by John Payne and Betty Grable, National release date—November, 1945.
I LOVE IN VAIN (T. Denny), in 20th Century-Fox's "Centennial Breeze," National release date not set.
ONE MORE TO WORSHIP (Remick), sung by Anne Sheridan in Warner Bros.' "Once Upon Tomorrow," National release date not set.
IT'S ANOTHER'S SPRING (Burke-Van Heusen), sung by Bing Crosby in Paramount's "Road to Utopia," National release date—March 22, 1946.
PERSONALITY (Burke-Van Heusen), sung by Bing Crosby, Bob Hope and Dorothy Lamour in Paramount's "Road to Utopia," National release date—March 22, 1946.

(Continued on page 112)

LIST PRICE 75c plus tax

Sterling

RECORDS, INC.

DISTRIBUTORS IN
ALL PRINCIPAL
CENTERS

7 WEST 46th ST.
NEW YORK 19, N. Y.
CHelsea 3-3337

Music Popularity Chart

Week Ending
Apr. 12, 1946

SONGS WITH GREATEST RADIO AUDIENCES

(Beginning Friday, April 5, 8 a.m., and ending Friday, 8 a.m., April 12)

Tunes listed have the greatest audiences on programs heard on network stations in New York, Chicago and Los Angeles. List is based upon John O. Peatman's Audience Coverage Index. The index is projected upon radio logs made available to Peatman's ACT by the Accurate Reporting Service in New York. Radio Checking Service in Chicago. Radio Checking Service in Los Angeles. Listed are the top 30 (more in the case of ties) tunes alphabetically. The total times the song has appeared among the top 30 in the Peatman survey to date will be indicated in the chart.

Wks. to date	TITLE	FIRST PLACES	L.O. BY
11	All Through the Day (F) (R).....	Williams—ASCAP	
16	Are'n't You Glad You're You (F) (R).....	Burke-Van Heusen—ASCAP	
11	Atlanta, G. A. (R).....	Stevens—BMI	
13	Day by Day (R).....	Barton—ASCAP	
13	Doctor, Lawyer, Indian Chief (F) (R).....	Melrose—ASCAP	
2	Full Moon and Empty Arms (R).....	Barton—ASCAP	
8	Here Comes Heaven Again (F) (R).....	Robbins—ASCAP	
1	I Can't Begin to Tell You (F) (R).....	Bregman-Vocco-Cann—ASCAP	
3	I Don't Know Enough About You (R).....	Campbell-Forgie—BMI	
1	I Fall in Love With You Every Day (R).....	Stephens—ASCAP	
19	I'm Always Chasing Rainbows (F) (R).....	Miller—ASCAP	
1	It's Anybody's Spring (F) (R).....	Burke-Van Heusen—ASCAP	
3	Just a Sittin' and a Rockin' (R).....	Robbins—ASCAP	
4	Laughing on the Outside (Crying on the Inside) (R).....	BMI—BMI	
17	Let It Snow! Let It Snow! Let It Snow! (R).....	Morris—ASCAP	
10	Oh! What It Seemed To Be (R).....	Santly-Joy—ASCAP	
8	One More Tomorrow (F) (R).....	Remick—ASCAP	
6	Onesey, Twosey (R).....	Martin—ASCAP	
1	Personality (F) (R).....	Burke-Van Heusen—ASCAP	
6	Seems Like Old Times (R).....	Feltz—ASCAP	
6	Shoo-Fly and Apple Pan Dowdy (R).....	Capitol—ASCAP	
6	Shoo-Fly Sue (R) (R).....	Morris—ASCAP	
1	Symphony (R).....	Chappell—ASCAP	
10	The Ball of St. Mary's (F) (R).....	T. B. Harp—ASCAP	
1	They Say It's Wonderful (M) (R).....	Berlin—ASCAP	
4	We'll Gather Lilies (R).....	Chappell—ASCAP	
1	Who's Sorry Now? (F) (R).....	Miller—ASCAP	
1	Without a Penny in Your Pocket.....	Global—ASCAP	
1	You Are Too Beautiful (R).....	Harris—ASCAP	
6	You Won't Be Satisfied (Until You Break My Heart) (R).....	Mutual—ASCAP	

RECORDS MOST-PLAYED ON THE AIR

Records listed here in numerical order are played and the greatest number of record shows. List is based on reports received by The Billboard from disk jockeys throughout the country. Unless in-

POSITION	Wks. to date	TITLE	Label
10	1	1. OH! WHAT IT SEEMED TO BE.....Frank Sinatra..Columbia 36905—ASCAP	Etc. By
11	2	2. OH! WHAT IT SEEMED TO BE.....Frankie Carle..Columbia 36892—ASCAP	
6	3	3. ONE-ZY, TWO-ZY (I Love You-zy).....Phil Harris...ARA 136—ASCAP	
13	4	4. PERSONALITY (F).....Johnny Mercer...Capitol 230—ASCAP	
4	5	5. ONE-ZY, TWO-ZY (I Love You-zy).....Freddie Martin..Victor 20-1026—ASCAP	
7	12	6. SHOO-FLY PIE AND APPLE PAN DOWDY..Stan Kenton.....Capitol 235—ASCAP	
3	—	7. SIOUX CITY SUE.....Bing Crosby-The Jesters.....Decca 23506—ASCAP	
12	9	8. I WON'T BE SATISFIED (Until You Break My Heart).....Laa Brown...Columbia 36884—ASCAP	
7	—	9. ATLANTA, G. A.Sammy Kaye.....Victor 20-1795—BMI	
8	10	10. DAY BY DAY.....Frank Sinatra..Columbia 36905—ASCAP	
—	—	(See Brown, Columbia 36894; Bing Crosby-Mel Tormé, Decca 18746; Monica Lewis, Signature 1059; Jo Stafford, Capitol 2297; Martha Stewart, Victor 20-1025)	
2	9	11. LAUGHING ON THE OUTSIDE (Crying on the Inside).....Teddy Walters...ARA 135—BMI	
—	—	(Enoch Light Ork, Continental C-1175; Vincent Lopez, Mercury 201; The Merry Macs, Decca 23481; Andy Russell, Capitol 235; Dinah Shore, Columbia 36894; Jerry Wald Ork, Sonora 3007)	
7	6	12. SHOO-FLY PIE AND APPLE PAN DOWDY..Dinah Shore...Columbia 36894—ASCAP	
3	7	13. PRISONER OF LOVE..Perry Como...Victor 20-1814—ASCAP	
3	—	14. SEEMS LIKE OLD TIMES.....Guy Lombardo...Decca 18737—ASCAP	
1	—	15. LAUGHING ON THE OUTSIDE (Crying on the Inside).....Dinah Shore...Columbia 36894—BMI	
6	8	16. OH! WHAT IT SEEMED TO BE.....Dick Haymes-Nolan Farrell...Decca 23481—ASCAP	
8	10	17. OH! WHAT IT SEEMED TO BE.....Charlia Spivak...Victor 20-1806—ASCAP	
1	—	18. YOU WON'T BE SATISFIED (Until You Break My Heart).....Ella Fitzgerald-Louis Armstrong...Decca 23486—ASCAP	
3	14	19. PRISONER OF LOVE..Billy Eckstine...National 9017—ASCAP	

Coming Up

LAUGHING ON THE OUTSIDE (Crying on the Inside).....The Merry Macs.....Decca 18811	
CEMENT MIXER.....Alvin Karp.....Capitol 248	
FULL MOON AND EMPTY ARMS.....Frank Sinatra...Columbia 36894	

'HOUSE OF BLUE LIGHTS'

Fans have been waiting for another 'Cow Cow Boogie' by these past masters of 8-beat rhythm — this is it! Freddie Slack runs wild in racy rhythm on the 'backroom' piano. Ella Mae Morse puts added sock in snappy lyrics — a landslide of coin here!

'HEY MR. POSTMAN'

Blues as only Ella Mae Morse pours 'em out. She takes enticing lyrics and a catchy tune and builds a rave record. A high spot of Ella Mae's career — geared for a long run!

CAP 251 50c plus tax

Sunset and Vine,

Vaughn Monroe

AND HIS ORCHESTRA

JOSEPHINE
PLEASE NO LEAN
ON THE BELL
and
KATINKA

Vocals by Ziggy Talent

RCA VICTOR 20-1847



Freddy Martin

AND HIS ORCHESTRA

I LOVE AN OLD
FASHIONED SONG

Vocal refrain by Artie Wayne
and The Martin Men

and
YOU'RE THE
CAUSE OF IT ALL

Vocal refrain by Clyde Rogers

(Both from the Goldwyn picture
"The Kid from Brooklyn")

RCA VICTOR 20-1848



WALTER TOWN TAVERN POLKA
DOMBKOWSKI and CORN COBBERS POLKA
AND HIS ORCHESTRA

RCA VICTOR 25-1056

NARCISO
MARTÍNEZ

Accordion with Guitar
by Santiago Almeida

EL SENDERITO—Schottis
(The Little Trail)

and ALICE Y SAN DIEGO—Schottis
(Alice in San Diego)
RCA VICTOR 25-1057

RCA VICTOR
RECORDS



PART 2—The Billboard

RETAIL SALES AND

BEST-SELLING SHEET MUSIC

Tunes listed are the national best sheet music sellers. List is based on reports received from more than 20 jobbers in all sections of the country. Songs are listed according to greatest number of sales. (R) Indicates tune is in a film; (M) indicates tune is in a film; (B) indicates tune is available on records.

Weeks to date	Last week	This week	Position	Title	Artist
9	1	1	1	OH! WHAT IT SEEMED TO BE (R)	Santley-Jay
5	2	2	2	ONE-ZY TWO-ZY (I Love You-ry) (R)	Martin
8	4	3	3	YOU WON'T BE SATISFIED (Until You Break My Heart) (R)	Mutual
2	8	4	4	LAUGHING ON THE OUTSIDE (Crying on the Inside) (R)	EMI
6	6	5	5	DAY BY DAY (R)	Barton
3	3	6	6	PERSONALITY (F) (R)	Burke-Van Heusen
3	9	7	7	SHOO-FLY PIE AND APPLE PAN DOWDY (R)	Capitol
9	7	8	8	SHOX CITY SUE (R)	Martin
1	1	9	9	ALL THROUGH THE DAY (F) (R)	Williamson
1	—	10	10	PRISONER OF LOVE (R)	Mayfair

BEST-SELLING POPULAR RETAIL RECORDS

Records listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 700 dealers in all sections of the country. Records are listed numerically according to greatest sales. (F) Indicates tune is in a film; (M) indicates tune is in a film; (B) indicates tune is in a film; (B) side of each record is listed in italics.

Weeks to date	Last week	This week	Position	Title	Artist
10	1	1	1	OH! WHAT IT SEEMED TO BE (R)	Frankie Carls...Columbia 36892
9	2	2	2	As Long as I Live (F)	Frank Sinatra...Columbia 36905
4	4	3	3	PRISONER OF LOVE (R)	Perry Como...Victor 20-1814
1	—	4	4	I'M A BIG GIRL NOW (R)	Sammy Kaye...Victor 20-1812
14	3	5	5	PERSONALITY (F) (R)	Johnny Mercer...Capitol 230
4	5	6	6	OH! WHAT IT SEEMED TO BE (R)	Charlie Spivak...Victor 20-1808
1	—	7	7	Some 'Little Bug Will Get You	Phil Harris...ARA 136

(Continued on page 122)

BEST-SELLING POPULAR RECORD ALBUMS

Albums listed are those selling best in the nation's retail record stores (dealers). List is based on reports received from more than 200 dealers in all sections of the country. Albums are listed numerically according to greatest sales.

Weeks to date	Last week	This week	Position	Title	Artist
5	1	1	1	The Voice of Frank Sinatra	Columbia C-112
6	2	2	2	Don't Fence Me In	Decca A-417
6	3	3	3	The Ball of St. Mary's	Decca A-410
8	4	4	4	Shoebat	Victor P-152
3	—	5	5	Getting Sentimental	Victor P-180
34	—	6	6	Glenn Miller	Victor P-148
—	—	7	7	Glenn Miller and Orchestra	Victor P-148

BEST-SELLING RECORDS BY CLASSICAL ARTISTS

Records listed are those classical and semi-classical records selling best in the nation's retail record stores (dealers). List is based on reports received from more than 350 dealers in all sections of the country. Records are listed according to greatest sales.

Weeks to date	Last week	This week	Position	Title	Artist
22	1	1	1	Wawar Concerto	Leo Litwin, pianist, Boston Pops
1	—	2	2	Wawar Concerto	Victor 11-8863
4	3	3	3	Spelbound	Columbia 7443-M
1	—	4	4	Al Goodman	Victor 28-0404
43	2	5	5	Chopin's Polonaise	Victor 12160
—	—	6	6	Glenn Miller	Victor 11-8848

BEST-SELLING RECORD ALBUMS BY CLASSICAL ARTISTS

Albums listed are those classical and semi-classical albums selling best in the nation's retail record stores (dealers). List is based on reports received from more than 200 dealers in all sections of the country. Albums are listed according to greatest sales.

Weeks to date	Last week	This week	Position	Title	Artist
6	2	1	1	From a Program of Chopin Piano Music	Victor DM-1054
39	1	2	2	Rhapsody in Blue	Oscar Levant, Philadelphia Orchestra; Eugene Ormandy, conductor
2	5	3	3	Grand Canyon Suite	Columbia MM-463
9	3	4	4	Rachmaninoff Concerto No. 2 in C Minor	Victor DM-58
1	—	5	5	Night and Day	Victor M-1033

Music Popularity Chart

Week Ending
Apr. 11, 1946

THERE'S BIG MONEY IN THESE TWO DISCS



BENNY GOODMAN

And His Orchestra

DON'T BE A BABY, BABY

Vocal chorus by Art Lund

ALL THE CATS JOIN IN

From "Make Mine Music"

Vocal chorus by Liza Morrow

and Benny Goodman

COLUMBIA 36967

HARRY JAMES

And His Orchestra

DO YOU LOVE ME

Vocal chorus by Ginny Powell

AS IF I DIDN'T HAVE

ENOUGH ON MY MIND

Vocal chorus by Buddy DiVito

Both From "Do You Love Me"

COLUMBIA 36965

ARE YOU GETTING THE GRAVY FROM THESE FIVE FAVORITES?

- | | | |
|---------------|---|-------|
| FRANK SINATRA | OHI WHAT IT SEEMED TO BE
DAY BY DAY | 36905 |
| FRANKIE CARLE | OHI WHAT IT SEEMED TO BE
AS LONG AS I LIVE | 36892 |
| WOODY HERMAN | ATLANTA, G. A.
WILDROOST | 36949 |
| BENNY GOODMAN | IT'S THE TALK OF THE TOWN
SWING ANGEL | 36955 |
| HARRY JAMES | I'M IN LOVE WITH TWO SWEETHEARTS
THE WONDER OF YOU | 36933 |

BE A SMART OPERATOR!
ORDER NOW FROM YOUR NEAREST COLUMBIA DISTRIBUTORS

COLUMBIA RECORDS

MOST-PLAYED JUKE BOX RECORDS

Records listed are those receiving the greatest play in the nation's juke boxes. List is based on more than 500 reports received direct from operators in all sections of the country. Listed under the title of each of the most played records are other available recordings of the same tune.

Going Strong

Rank	Week	Record	Label
1	1	OHI WHAT IT SEEMED TO BE—Frankie Carle (Marjorie Hughes).....	Columbia 36892
		(Frank Sinatra, Columbia 36905; George Paxton, Majestic 7144; Dick Haymes-Bella, Patron, Decca 23461; Charlie Belair, Victor 20-1806)	
2	2	YOU WON'T BE SATISFIED (Until You Break My Heart)—Lee Brown (Doris Day).....	Columbia 36864
		(Perry Como, Victor 20-1788; Louis Prima, Majestic 7144; Ella Fitzgerald-Louis Armstrong, Decca 35495)	
3	3	OHI WHAT IT SEEMED TO BE—Frank Sinatra (Axel Stenlund Ork.).....	Columbia 36905
		(See No. 1)	
4	4	ONE-2Y, TWO-2Y (I Love You-2y)—Freddie Martin (The Martin Men).....	Victor 20-1828
		(Phil Harris, ARA 136; Tommy Jones, Sterling 2001; Eddie Cantor, Pan American 71; Billie Holiday-Guy Lombardo, Decca 23511; Kay Kyser, Columbia 36900; Frank Lawton, Ori-Monica Lewis, Signatore 15021; Eileen Barton, Mercury 2049; Mack Tripplet, De Luxe 1018; Ane Fiva De Marco Sitters, Majestic 7174)	
5	5	PERSONALITY (F)—Johnny Mercer.....	Capitol 230
		(Donah Shore, Victor 20-1761; Pearl Bailey, Columbia 36920; Helen Carroll-The Satisfiers, Victor 20-1807; Bing Crosby, Decca 18790; Bill McCune, Davis 2103)	
6	6	I'M A BIG GIRL NOW—Sammy Kaye (Betty Barclay).....	Victor 20-1812
		(Rudy Newman Ork., Sterling 2001)	
7	7	PRISONER OF LOVE—Perry Como (Rosa Cass Ork.).....	Victor 20-1814
		(Billy Eckstine, National 2017; Ruth Robinson-Bruce Ork., 4 Star 1989; Gordon MacRae, Musicraft 15985)	
8	8	YOU WON'T BE SATISFIED (Until You Break My Heart)—Perry Como-The Satisfiers (Rosa Cass Ork.).....	Victor 20-1788
		(See No. 1)	
9	9	OHI WHAT IT SEEMED TO BE—Charlie Spivak (Jimmy Saunders).....	Victor 20-1806
		(See No. 1)	
10	10	SHOO-FLY PIE AND APPLE PAN DOWDY—Stan Kenton (Joni Christy).....	Capitol 235
		(Donah Shore, Columbia 36949; Guy Lombardo, Decca 18809; Mack Tripplet, De Luxe 1013; Johnny Desmond, Victor 20-1801)	
11	11	ATLANTA, G. A.—Sammy Kaye (Billy Williams).....	Victor 20-1795
		(Woody Herman, Columbia 36949; The Five Red Caps, Davis 2102; Andrews Sisters, Decca 18833)	
12	12	SIoux CITY SUE—Bing Crosby (Bob Haggart Ork.).....	Decca 32605
		(Hoosier Hot Shots, Decca 18745; Selie Manners, Victor 20-1797; Tony Pastor, Columbia 36949; The Four Freshmen, 5010; Jimmy Walker, Coast 2018; Kate Smith, Columbia 36933)	
13	13	DOCTOR, LAWYER, INDIAN CHIEF (F)—Benny Goodman (Paul Weston Ork.).....	Capitol 220
		(Hoagy Carmichael, ARA 128; Les Brown, Columbia 36943; Bill McCune, Davis 2103)	
14	14	OHI WHAT IT SEEMED TO BE—Dick Haymes-Helen Forrest (Earl Hagen Ork.).....	Decca 23461
		(See No. 1)	
15	15	ONE-2Y, TWO-2Y (I Love You-2y)—Kay Kyser (The Moonbeams).....	Columbia 36890
		(See No. 4)	
16	16	PERSONALITY (F)—Bing Crosby (Eddie Condon Ork.).....	Decca 18790
		(See No. 6)	
17	17	DON'T BE A BABY, BABY—Milla Breckers.....	Decca 18783
		(Phil Brito, Musicraft 15982; Tommy Dorsey and His Chamber Seven, Victor 20-1842; Benny Goodman Sextet, Columbia 36907; Milla Breckers, Decca 18783; Rudy Newman Ork., Sterling 2003; The Holidays, Ori 1081)	
18	18	SHOO-FLY PIE AND APPLE PAN DOWDY—Donah Shore (Sunny Burke Ork.).....	Columbia 36943
		(See No. 8-B)	
19	19	SHOO-FLY PIE AND APPLE PAN DOWDY—Guy Lombardo (Don Rodney).....	Decca 18809
		(See No. 8-B)	

MOST-PLAYED JUKE BOX FOLK RECORDS

Records listed are folk records most played on more than 500 reports received direct from operators in all over the country.

Rank	Week	Record	Label
1	1	GUITAR POLKA.....	Al Dexter.....Columbia 36896
2	2	SIoux CITY SUE.....	Zaka Manners.....Victor 20-1797
3	3	SIoux CITY SUE.....	Hoosier Hot Shots.....Decca 18745
4	4	YOU CAN'T BREAK MY HEART.....	Spade Cooley.....Columbia 36936
5	5	KENTUCKY WALTZ.....	Bill Monroe.....Columbia 36907
6	6	SOMEDAY (You'll Want Me To Stay).....	Hoosier Hot Shots-Sally Foster.....Decca 18738
7	7	DETROUR.....	Spade Cooley.....Columbia 36936
8	8	WAVE TO ME, MY LADY.....	Elton Britt.....Victor 20-1780

MOST-PLAYED JUKE BOX RACE RECORDS

Records listed are race-type disks most played on more than 500 reports received direct from operators in all over the country.

Rank	Week	Record	Label
1	1	HEY! BA-BA-RE-BOP.....	Lionel Hampton.....Decca 18754
2	2	DRIFTING BLUES.....	Johnny Moore's Three Blazers.....Palo 7-112
3	3	SALT PORK, W. V.....	Louis Jordan.....Decca 18782
4	4	I COVER THE WATER.....	Cate 'n' Jammers, Mercury 2003
5	5	DON'T BE A BABY, BABY.....	Milla Breckers.....Decca 18753
6	6	VOO-IT! VOO-IT!.....	The Blue Womans.....Juke Box JB-802
7	7	R. M. BLUES.....	Roy Milton.....Juke Box JB-804
8	8	GOT A RIGHT TO CRY.....	Joe Liggins.....Exclusive 210

PEERLESS DISCOS

PRESENTS

LATIN AMERICAN
HONOR ROLL OF HITS

1. HUMO EN LOS OJOS 2239
2. POR ESO NO DEBES 2118
3. PALABRAS DE MUJER 2153
4. 10 MINUTES MAS 2196
5. NOCHECITA 2230
6. NOCHE PLATEADA 2105
7. YA LO PAGARAS CON DIOS 2143
8. CARTAS MARCADAS 2085
9. YO VIVA MI VIDA 2119
10. AMOR DE LOS DOS 2171
11. HI LOS DE PLATA 2213
12. SO MOS DIFERENTES 2219
13. SIEMPRE BORRACHO 2236
14. MI CASITA DE PAJA 2049
15. PALOMA CONSENTIDA 2161

NOW PRESSING A LARGE SELECTION FROM THIS GREAT
LIBRARY OF
LATIN AMERICAN MUSIC

OUTSTANDING MUSIC FROM MEXICO
BY GREAT ARTISTS AND ORCHESTRAS

\$1.00 RETAIL, 60c WHOLESALE, PLUS FED. EXCISE TAX

SEND FOR COMPLETE CATALOGUE

COAST RECORD MANUFACTURING CO.

1511 W. Pico Blvd.

Los Angeles 15, Calif.



PART 3 The Billboard

ADVANCE RECORD
ADVANCE RECORD RELEASES

- Records listed are generally approxi- supplied in advance by record companies, mately two weeks in advance of actual Only records of such manufacturers val- release date. List is based on information uently supplied to record stores is listed.
- ACERCATE MAS Rafael Mendez All-Star Ork. Pan-American Pan 040
- AOIOS, MARIQUITA LINDA Noel De Selva's Ork. Pan-American Pan 043
- ALL THE TIME Orrin Tucker (Orrin Tucker-Scottie Musicraft 15064
- ALL TOO SOON Tony Scott All-Star Septet (Sara Decca 18841
- AMADI MIO Vaughn Gotham 105
- AND TWO IS EIGHT Leo Reisman Decca 18841
- A 307BOOK ROMANCE Al Donahue Ork. 4 Star 1081
- ATOMIC POWER The Holidays (Jimmy Foster) GI 101
- ATOMIC POWER The Buchanan Brothers Victor 20-1850
- AYOCALO Fred Kirby Sonora H-7006
- BABALU Andrews Sisters Victor 20-1850
- BARAMBA Chiquita and El Morocco Ork. Musicraft 362
- BEDROOM BLUES Chiquita and El Morocco Ork. Gotham 902
- BLUE MOON Smokey Joe Whitfield-Wingy Manone Gilt-Edge 539
- BUCK DANCE Three Flames Gotham 106
- BUFFALO BILL BLUES Slim Gaillard Trio 4 Star 1079
- CANT' WIN, CAN'T PLACE, CAN'T Oran "Hot Lips" Page Ork. Hub 3007
- SHOW Paul Westmoreland and His Pecca River 4 Star 1079
- CARNE Slim Gaillard Trio 4 Star 1079
- CEMENT MIXER Bob Crosby Ork. (Gordon Falk) ARA 137
- CEMENT MIXER Wingy Manone Ork. 4 Star 1074
- CHIAPANEAS Noel De Selva Ork. Pan-American 040
- COCKTAILS FOR TWO Maurice Recca Musicraft 364
- COME RAIN OR COME SHINE The Prima (Jack Jowers) Majestic 7179
- CORCARUMBA Chiquita and El Morocco Ork. Gotham 902
- CUTIE'S DUE Eddie Gomez-Noel De Selva's Ork. Pan-American Pan 040
- OE CORAZON A CORAZON Slim Gaillard Trio Star 1078
- OING DONG ORENEY Dinah Shore (Spade Cooley Ork.) Columbia 36978
- OIN' WHAT COMES NATUR'LY The Holidays ("Trummy" Young All-Star Ork.) GI 106
- DON'T BE ASHAMED TO SAY I Four Knights Decca 11003
- LOVE YOU Karl and Harty Columbia 39852
- DON' LET THE SWEET FACE Memphis Jimmy Bluebird 34-0748
- FOOL YOU Fred Kaye (The Three Keyholes) Victor 20-1850
- DRIFTING Chiquita and El Morocco Ork. Chiquita
- EL CHAPARRITO Chiquita and El Morocco Ork. Gotham 901
- EU VI UM LEAO Chiquita and El Morocco Ork. Gotham 901
- *ESCUCHAME Don Jose Ork. Gotham 103
- EVERYBODY LOVES MY BABY The Three Suns (Artie Dunn) Majestic 7180
- EXACTLY LIKE YOU Cili Lang's Jazz Ensemble Pan-American Pan 142
- FAT MOUTH BLUES Pat Smith Ork. Hub 3000
- FLY HEN BLUES Ceasle Joe-Battle's All-Stars Gotham 600
- FORGETFUL Boyd Rasmussen Ork. Jewel 10000
- GERSHWIN ALBUM Pilotone 106
- Bidin' My Time (Robert Trendler Ork-Jerry Abbott) Pilotone 1117
- Embraceable You (Robert Trendler Ork) Pilotone 1118
- Of Thee I Sing (Robert Trendler Ork) Pilotone 1119
- Somebody Loves Me (Robert Trendler Ork) Pilotone 1114
- Someone to Watch Over Me (Robert Trendler Ork) Pilotone 1115
- Song of the Flame (Robert Trendler Ork-Bruce Fennel) Pilotone 1120
- The Man I Love (Robert Trendler Ork) Pilotone 1116
- They Can't Take This Away From Me (Robert Trendler Ork) Pilotone 1117
- G.I. BLUES "Duke" Henderson (Tlay Webb Trio) Globe 105
- GIMME A LITTLE KISS WILL YA Sammy Kaye (The Three Keyholes) Davis 2105
- HUM Randy Decca 18840
- HARLEM NOCTURNAL Billy Williams Victor 20-1840
- HEART BREAK TRAIL Eddie Gomez-Noel De Selva Ork. Pan-American Pan 038
- HEART TO HEART Hub 3005
- HELL UNDERSTAND Jubilee Singers Hub 3004
- HER BATHING SUIT NEVER GOT Jubilee Singers Hub 3005
- WET Fred Kaye (The Three Keyholes) Victor 20-1850
- HONEY BE MY HONEY Decca 18840
- HOT PEANUTS Sonora H-7006
- I CAN'T GET ALONG WITH YOU Wingy Manone Ork. Gilt-Edge 536
- I CAN'T GET ALONG WITH YOU Tampa Red-Big Macco-Tyrell Dixon Bluebird 34-0748
- I DON'T MEAN A WORD I SAID Bon Bon (The Park Avenue Trio) O-City 2106
- I DON'T KNOW ENOUGH ABOUT YOU Johnny Desmond (Russ Case Ork & Chorus) Victor 20-1861
- I DON'T MEAN A WORD I SAID Harry James (Bobby Hitt) Columbia 36973
- I GOT LOST IN HIS ARMS Columbia 36976
- I LOVE AN OLD-FASHIONED SONG Freddy Martin (Artie Wayne-The Mar- Bluebird 34-0748
- I MUST BE DREAMING Gladys Wood-Wingy Manone Ork. Hub 3006
- I REMEMBER Ray Herberick Ork (Ray Cordell) 4 Star 1082
- I THOUGHT YOU OUGHT TO KNOW Ray Anderson BW-772
- I USED TO WORK IN CHICAGO Dusty Ward and His Arizona Waddies Globe 110
- I WANT TO BE A COWBOY'S SWEETHEART The Moore Sisters Sonora H-7001
- IF I HAD A WISHING RING The Moore Sisters Sonora H-7001
- IF I HAD A WISHING RING Connie Boswell (Bob Hargrett Trio) Majestic 7181
- IF I HAD A WISHING RING Decca 18843

*Re-released, formerly Goody label.

(Continued on page 124)

Music Popularity Chart

Week Ending
Apr. 11, 1946

DATA AND REVIEWS RECORD POSSIBILITIES

In the opinion of The Billboard music staff, records listed below are most likely to achieve popularity as determined by ex-

trapolated best selling, most played or most heard features of the Chart.

I'M GLAD TO BE THE THE GYPSY

Here's another one of those double-sided possibilities. Kaye hand is hot and has been for some time on juke, disk shows and over the counters. His "I'm a Big Girl Now" is doing well currently, and either or both of these two tunes (first a swing brawl, and second a lovely job on the currently popular ballad) could be the follow up to the "Big Girl."

ALL THROUGH THE DAY. Dick Haymes and Helen Forrest with IN LOVE IN VAIN Emile Hegen Ork..... Decca 2352

Another pair that could easily get into all best-seller and most-played lists. The Haymes-Forrest combo is a potent boy-girl team and, with these two songs from the "Centennial Summer" film, which will get heavy exploitation, it's a double-barreled possibility here, too.

THEY SAY IT'S WONDER. Jack Leonard with Paul Baron Ork F.U. Majestic 7176

If *Stable* will get enough production into this one, it should be Leonard's first real smash. Tune is from the "Annie Oak Your Own" legit musical, hence written by Irving Berlin. It will get plenty plugging from the publisher, the show's track and all concerned and it's a melodic job with attractive lyrics. Leonard's handling is smooth and loaded with path. Backed by "September Song" also a nice job on part of Leonard and the Baron band behind him.

RECORD REVIEWS

Lightface portion of reviews is intended to guide. Boldface portion is intended for information of all record and music publishers of juke box operators.

BING CROSBY (Decca 23510)

I'll Be Yours—FT; V. We'll Gather Lilacs—FT; V.

The Crosby pipes have been heard to better effect in just such path lyrics as "I'll Be Yours" but this time the tempo is on the sluggish side and the French Chanson requires more of a lift than a dragging song. "We'll Gather Lilacs," the turnover tune, is handled more skillfully but here again, the tempo is too slow for the long song and Crosby's voice is heavy and too deadly serious. Both tunes are imports and require more gait than Crosby gives them. Carmichael backs Crosby with his band, but doesn't show off much brilliance because of the awkward beat.

Crosby's name will catch the tickets, but he won't be able to draw many repeats.

DINAH SHORE (Columbia 36964)

The Gypsy—FT; V. Laughing on the Outside—FT; V.

This pairing by Dinah Shore is a terrific boost for the songstress and one of her best to come to light in her recent record sessions. "The Gypsy" features some of Dinah's most spectacular chanting. It's a song into which she can really sing her lungs out and she does a fine selling job. The Sonny Burke band backing is a particularly good one for the tune and has a good sax intro for the song. The flipover, "Laughing on the Outside," is one of best cuts of the song. Here Burke backs Dinah with smooth guitar work.

Dinah's fans will go for this one with the emphasis on "The Gypsy." The tune is a cover and this version of it will help it click.

TOMMY JONES (Sterling 7001-02)

One-Two, Two-Two—FT; VC. We'll Be Together Again—FT; VC.

Jones has highly commercial aggregation and sports some highly listenable arrangements. The trumpet and sax sections are standout. Louie Tobin, former leader of Harry James during his early days in the business, turns in some good singing on all four sides. "One-Two Two-Two" gets a standard interpretation but Louie comes back with a sock "We'll Gather Lilacs" as a backer. He reveals her success with "All Through the Day," the Kern-Brennerstein song from "Centennial Summer," and does some nice singing on "Where'd You Learn to Love?"

The hand is still in the newsworld field but interest in the songs should draw attention and since the tempo is heard, there will be repeats.

JACK LEONARD (Majestic 7176)

They Say It's Wonderful—FT; V. September Song—FT; V.

Leonard gives out with lots of path for "They Say It's Wonderful," the newest Irving Berlin tune from legit musical, "Annie Oak Your Own," and sells the song to a fair-to-mid. He gets some excellent backing from Paul Baron's orchestra with emphasis on the sweet *Sinfonia*, which adds to the romantic singing. The flipover, "September Song," is a natural for the gang who like the song, and Leonard does a good job with it.

Leonard still has a host of fans despite a long absence due to war service. This is strictly their ball. Both sides will please them.

CLIFFORD LANG (Pan American 137)

Stardust—FT. Begin the Beguine—FT.

Lang really dishes out a classical version of "Stardust," which is more for listening than dancing. The sax section is a standout throw. For the turnover tune, Lang's arrangement of "Begin the Beguine" will remind too many people of Shaw's popular version. Since Shaw's record is still a seller, the familiar ring is not to the credit. The appeal for this one is limited to symphonies and jazz, but will find it too slow for the states.

THE DINNING SISTERS (Capitol 241)

Wave to Me, My Lady—FT; V. Do You Love Me—FT; V.

With tunes tailor-made for their singing talents, the Dinning Sisters find an ear-winning songstress on both sides. *Blenders* are in their element in the Leonard song, but take time to Mr. and give it a refreshing rhythm ride. On the reverse, the title tune, "Do You Love Me?" gets a velvet styling which makes for platter pleasure. For both surfaces, an unobtrusive but good accompaniment backing. With its tie-in to *Blenders*, "Do You Love Me?" should prove the money-making side.

(Continued on page 126)

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15060	SEEMS LIKE OLD TIMES BLUE MOON Georgia Auld and Orchestra Lynne Stevens, vocal
15053	FULL MOON AND EMPTY ARMS EVERYBODY KNEW BUT ME Gordon MacKenzie with Walter Gross and Orchestra
15044	JUST A-SITTIN' AND A-ROCKIN' COME TO BABY DO Georgia Auld and Orchestra Lynne Stevens, vocal
15054	DO YOU LOVE ME I WISH I COULD TELL YOU Phil Brito with Walter Gross and Orchestra
15059	YOU HAVEN'T CHANGED AT ALL DAILY DOUBLE Georgia Auld and Orchestra Lynne Stevens, vocal
15043	HERE COMES HEAVEN AGAIN AIR MAIL SPECIAL Georgia Auld and Orchestra Lynne Stevens, vocal
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'Chen'A'Luna'

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50c

EILEEN BARTON

'They Say It's Wonderful'

'You Brought a New Kind of Love'

(TO ME)

VINCENT LOPEZ

And His Orchestra

'All Through the Day'

FROM THE JEROME KERN HIT "CENTENNIAL SUMMER"

'Where Did You Learn to Love'

Both Vocals by Bruce Meyer

3006
50c

NAPPY LAMARE

Levee Loungers

'Blues for Fannie'

'Sometimes I'm Nappy'

2071
75c

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'Moses Smote The Water'

'Rock-A My Soul'

8004
75c

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Orin-Martin Dist., 1201 Claremont, Houston, Tex.
Minarch Sales, 210 N. 22 St., Birmingham, Ala.

Music Sales Co., 828 Madison, Memphis, Tenn.
Music Sales Co., 303 N. Peters St., New Orleans.
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Southland Dist., 441 Edgewood, Augusta, Ga.
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R. H. Klyn, 1854 Hanford, Charleston, W. Va.
Tarrant Dist., 2820 W. 7th St., Miami, Florida.
Tarrant Dist., 60 Riverside Dr., Jacksonville, Fla.
Mt. States Dist., 36 Exchange, Salt Lake City, Utah.

Hirschmann's Op Is Committed to H. F. Color Scanning

(Continued from page 7)

"Radio as it is now constituted has rapidly brought the U. S. to a status of a 'syndicated type of mentality.' Tap someone on the street and ask him a question on a topical subject and a hundred to one he'll come forth with a 'mass unthought-out answer.' We, at WABF, are intent in changing this. If we were presenting Winston Churchill's talk from Fulton, Mo., we would preface the talk with an announcement that he was the 'discredited' wartime leader of Great Britain, and what he said should be listened to with that thought in mind. We would explain he was a great, but private citizen of England." Hirschmann did not explain how he expected the FCC, which has frowned upon broadcasting stations having "editorial opinions," would react to "opinionated news," but he made no bones about the fact that he intended to make WABF the "thinking" station.

On the musical side, there will be no programs for bobby-soxers, Hirschmann making it clear that the lowest in the musical scale that the station would go would be Johann Strauss waltzes. What he didn't explain was where the audience for this music would come from, since a majority of stations serving the FM audience of New York program for highbrows, and to date the lovers of symphony and opera haven't made a program or a station pay its rent. Hirschmann believes that "information and good music has an audience."

H. F. Experiments

On the television side, Hirschmann, being ex-CBS, is committed to ultra-

high frequencies, and that's where the station has its license. However, typical of the color-H. F. exponent, it was stated that the station (W2XMT) would experiment in the higher frequencies. When queried on whether or not they would build their own transmitter, they stated, "No, we'll buy a commercial job when we are ready." When asked when "ready" would be, the answer was that no order would be placed for at least 12 months. "The higher frequencies are where television will eventually be and that's where we're going to start," stated the manager of operations for Hirschmann.

On the question of facsimile transmission, the station is a member of the Facsimile Broadcasters' Association and is only awaiting a report, due next week, on what can and cannot be done in this field.

Entire operation the trade points out, is a red one for at least two years to come, and only a man with Hirschmann's associations in the field of music and finance would have a chance of pulling thru. "If the department stores ducked it, that gives you some idea of how not to make money in radio," is the way one station op tagged the venture. However, the operation will be the reflection of the man and the entire industry admits that when listening to WABF in the future, they will say, "This is Hirschmann."

Union Prexy Will Air Musicians' Wood Case

MILWAUKEE, April 13.—Volmer Dahlstrand, president of Milwaukee Musicians' Association, thru Frank H. Ranney, general secretary of the Federated Trades Council, will take to the air Sunday (14) on Station WEMP and answer critics of the local's ban on gratis music for Veterans' Hospital at Wood, Wis. At 4 p.m. on the labor press program, *We Report*, Ranney will give listeners the musicians' side of the story.

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SPA Exec Meet Call-Off Tips "Nice" Pub Sesh

NEW YORK, April 13.—Cancellation of a Songwriters' Protective Association executive council meeting Thursday (11) underlines the fact that the SPA Prexy Sigmund Romberg's April 15 dinner for important writers and penmen (see last week's issue of The Billboard) will concentrate on eating beefsteak and will not talk cold turkey. Exec council was to have heard its first reading of SPA contract committee's draft of proposals to be presented to Music Publishers' Protective Association in negotiations later this year, but the reading and the meeting were called off because several of the council members had other business. As a result, many writer guests will come to Romberg's feed unprepared for a meaningful discussion of contract points. This is as the SPA leadership wants it. The dinner, despite all hints and whispers to the contrary, is strictly for good-will purposes.

That SPA is leaning over backwards in its efforts to generate good will is agreed by all concerned. It has discontinued pressing any but the most important grievances of writers against publishers on the theory that there's no sense inflaming the opposition over something relatively insignificant. Its once planned auditing of pub accounts is all but forgotten and will not be revived, if at all, until after the new contract is signed and sealed.

Publishers are likewise manifesting a desire to have everything as

Amarillo Burns

NEW YORK, April 13.—To you, Amarillo may be just a speck on the map of our ally, Texas, or maybe it strikes you as a good title for a Johnny Mercer or a Sunny Skylar song. But to trumpeter Bobby Burns, late of the Charlie Spivak, Bobby Sherwood and Al Donahue bands, Amarillo is more than home. It's a place to go for kicks. Burns is supposed to be a good horn man and is in demand among name orks, but he never keeps a job long. He has to run back to Amarillo and get his kicks playing in a local joint where his salary range is \$60-\$90, depending upon how many soldiers are stationed at a nearby base. When he quit Bobby Sherwood the last time (he'd quit before), Manager Eddie Greene told him: "If I ever get you back to the United States, I'll make you take out citizenship papers."

friendly as possible. Several penmen told The Billboard this week that their royalty statements are taking on increasingly robust appearances, particularly in the folio and lyric mag departments. That discrepancy still exist was borne out by a writer who said that one pub recently gave him a \$7 lyric mag statement on a hit song, while another pub passed him around \$150 on lyric rights for a dog tune. He says he has investigated and has found to his satisfaction that the \$150 came from fewer uses in lyric mags than the \$7. He reposes his faith in the new contract and is not squawking.

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Hamid Claims Ork Managers Do Dillinger

Hold-Up, Yowls Pier Head

NEW YORK, April 13.—George Hamid Sr. lining up orks for his summer operations at Steel Pier and Hamid's Million Dollar Pier, Atlantic City, complains that band managers this year are doing a Dillinger that puts all previous stick-up jobs to shame. He accuses them of trying to out-smart each other so that they can go back and brag to their properties, and he declares that eventually they'll out-smart themselves. Has nothing but kind words for the band agencies, but can't get along with personal managers.

Hamid contends that the latest wrinkle is for ork p. m.'s to try to bully him into raising his Steel Pier admiral above the traditional buck. States he won't do it, come hell or high water, because his clientele is used to getting a name band, a flock of movies, exhibits and vaude acts for the 10 dimes. He insists that he pays enough for any right-minded band, plus providing newspaper ads thruout the East, network wires, etc.

Daily Sked June 10

Vaughn Monroe, Alex Bartha and Joe Frassetto are set for the Steel Pier opener, Easter week-end, and week-end operation will continue until mid-June, with Bartha and a traveling name sharing the stand. Tex Beneke-Glenn Miller band is ticketed for the final week-end June 9, after which the Pier will go on a regular daily sked. Monroe is linked for a return week in July; Sammy Kaye for an August week; Tony Pastor, week of July 7; Johnny Long, week of August 4.

Discussions on Harry James, Benny Goodman and Gene Krupa are

Inside Out

NEW YORK, April 13.—Laughing on the Outside, Crying on the Inside, first Broadway musical, is the subject of much gab around Tin Pan Alley. Some of the guys who like to read payola into everybody's success have renamed the ditty Laughing on the Inside, Paying on the Outside.

now in progress. The date of James's Steel Pier appearance depends on arrangements to be made by Music Corporation of America, Hamid and the Rediker Brothers, operators of Convention Hall, Astbury Park, N. J. Hamid and the Redikers both want James for the July 4 week-end, but one of them will have to settle for the previous week. Hamid says that if James's \$20,000 per week asking price is not sufficiently modified, he will use the band for a shorter engagement.

In regard to the Astbury Park operation, Hamid says he welcomes it, since he believes the element of competition is non-existent and that the only result will be to keep more good bands in his territory. The Redikers have James, Krupa, Monroe, Claude Thornhill, Hal McIntyre and Charlie Barnet tabbed for a week apiece, starting June 20 and carrying thru to August 10, with other bands to be set for later bookings. Hamid's Million Dollar Pier will get under way in June, Alex Bartha switching from the Steel Pier and splitting the chores with names who will be set during the next few weeks.

Finley's Summer Name Sked

SAN DIEGO, April 13.—Larry Finley's Mission Beach Ballroom here tees off for the summer May 14, with a name sked. He will be followed by Stan Kenton, Woody Herman, Jimmy Dorsey, Louis Prima, Frankie Carle and Spike Jones. Spot will have a remote wire from KSDJ owned by Finley and Clinton McKinnon.

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Deals Tabbed Month Ago

NEW YORK, April 13.—As presented in the March 9 issue of The Billboard, American Society of Composers, authors and publishers has assigned television licensing duties by its members. Society this week announced that more than the required 80 per cent of the membership had inked three-year assignments, thereby giving ASCAP the necessary go-ahead signal for negotiations with video stations.

Like The Billboard's story last month, there was much gossip about "balking" at the idea of assigning to ASCAP a right which was so obscure and might involve undetermined dangers. Actually, the balking was confined to a minimum of ASCAP-ers, and was straightened out by legal advice. ASCAP tale gives the society only the same non-dramatic rights which it exercises in licensing for "blind" radio.

Melton Set for Festival

PHILADELPHIA, April 13.—The Philadelphia Inquirer announced its annual music festival to be held at Municipal Stadium here May 13. Paper started sponsorship of this annual event last year and packed Municipal Stadium with upwards of 40,000 people. Headlining this year's show is James Melton of Metopora and Texaco Theater siren, Bidu Chazov. Francis T. Murray, executive director of The Philadelphia Inquirer Publications, Inc., is in charge of the show. Scale for the event was announced as from \$1 to \$5, with special seats for school children at 50 cents.

1 World & Coo Coo

NEW YORK, April 13.—Six years ago Joan Whitney and Alex Kramer took their first song, the then unpublished *High on a Windy Hill*, to Saul Bornstein, the first publisher they'd ever met. Bornstein tried to make them feel at ease, sat them down and said: "Kids, before you play your song, I want you to hear my latest plug." He went to the phonograph and played Eddie Delange's *Imagination*. Whitney and Kramer were so embarrassed at the thought of comparison that they fled. This week they thought Bornstein might be interested in a novelty called *Coo Coo, Pidgy-Pidgy*. He sat them down and said, "Listen, kids, before you play your song, I want you to hear something." He went to the phonograph and played Geoffrey O'Hara's *One World*, sung by a chorus of 1,500 voices accompanied by an orchestra of 250 and recorded at the recent Music Educators' National Conference in Cleveland. Kramer and Whitney figured that *Pidgy-Pidgy* shouldn't follow *One World* and got up and left.

F. S.—Bornstein called them back and bought *Coo Coo, Pidgy-Pidgy*.

Orange Armory's Saturday Negro Name One-Nighters

ORANGE, N. J., April 13.—Armory here inaugurates a series of Saturday dances tonight. Opening band is Lucky Millinder, with Slam Stewart's quartet in latter's first Jersey date. Second attraction (20) will be Count Basie.

Bands scheduled for future Saturday stands include Billy Eckstine, Louis Armstrong, Erskine Hawkins and Lionel Hampton. Added attractions will be Ella Fitzgerald, Ink Spots, Mills Brothers, Billie Holiday and Dizzy Gillespie.



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"I Got Those Can't-Sell-Sheet Blues" Gets Small Pub Revival

NEW YORK, April 13.—Over-whelming majority of small publishers don't like the prospect of a hit sheet music rack (The Billboard March 9). Prone to regard every trade development as a nail in their own coffin, some now claim to hear Gabriel's horn, what with Lyle Engle's projected new rack and the oft-cursed Peatman sheet. They agree that another rack would be boomy for business, but not for theirs. Objection seems directed at racks in general, rather than the third rack in particular, with No. 3 foreseen as a means of intensifying a distasteful trend. As the smallies view it, they have a chance to tell sheet music when the customers come to the music store to buy Robbins' latest woe because the customer may accidentally brush against their product while reaching for the hit. But with racks making it possible for John Q to buy his music with his newspaper, and with racks carrying nothing that isn't from the top of the list, the little guys are using crying towels by the yard.

More on Stands—Less in Stores
Not predicting an end to the music store method of vending sheets and disks, many little publishers claim that a portion of the buying public is already concentrating its music expenditures on the newsstands. Part of the population is figured to be splitting its purchases between racks and retailers, and the remainder continues to patronize the neighborhood music mart. But the third rack, in the eyes of weaker pubs, will mean that more sheet music will be bought on newsstands and consequently less in music stores.

Point, by and large, is conceded by larger pubs even as it applies to their own non-rack tunes, but they don't particularly care since their frequent rack-selected sales more than make up (in most cases) for what they lose through decreased patronage in stores. Stores themselves are beginning to beef about the mass sheet distribution (see other story in this department).

Some of the smaller pubs, however, without hinting "plots," go on at length, speaking of the way everything seems to happen in favor of large firms. Peatman Audience Coverage Index tabulation continues to be a bitter pill with its de-emphasis of remotes as a measure of a song's radio importance. For the benefit of those who want to employ facts in their pro and conings, The Billboard herewith compares the last Accurate Reporting Service tabulation used (week ending November 22, 1945) with last week's Peatman sheet.

Last Accurate Vs. Peatman
Week ending November 22 found 34 songs listed on The Billboard's AIRS sheet, with the Dreyfus firms (Chappell, T. B. Harms, Crawford, etc.) carrying off five slots; the Warner group, two; Tommy Dorsey's firms, three; Saunders and Chelsea totaling two; Leeds, two; Santly-Joy, two; Robbins combine, three; Criterion, two; Cambridge, one; Pemora, one; Paul-Pioneer, one; Martin Block, one; and a scattering of others, all large pubs.

Last week's issue of The Billboard lists 30 songs, the Dreyfus group again carrying off top honors with five mentions; the Warner combine, three; E. H. Morris two; Robbins, two; Santly-Joy, two; Burke-Van Heusen, two; Earl, two, and small outfits like Martin and Campbell-Porgie, one. Firms or combines making the last tabulation of Accurate and not in evidence last week are: Dumes, Saunders, Leeds, Pemora, Criterion, Berlin, Cambridge, Paul-

Pioneer, Martin Block and Southern. Firms or combines which didn't score on the final Accurate last November but made last week's list are Barton, ABC, Bregman-Vocco-Conn, Campbell-Porgie, BMI, Martin, Capitol and Mills. It is, of course, recognized that one week of either sheet doesn't prove any case, but comparison seems to indicate no more trouble for smallies with the Peatman sheet than under the old system.

Biltmore's 'Cascades' Roof; Rouge Facelift

NEW YORK, April 13.—Biltmore Hotel here will operate its roof again this summer, reverting to the name "Cascades," when the spot was one of the top band locations in the country. Last year Henry Busse played the roof, but this season's attraction is not yet decided.

Rumors that the Hotel Pennsylvania might shutter its Cafe Rouge and use its roof, inoperative for years, are denied by execs of the hotel. Indications are the roof will not be used until building material shortages ease to permit erection of protection against weather. Cafe Rouge will be shuttered for redecoration following George Paxton's June closing, and will reopen two weeks later with an as yet unsigned ork.

Powell Nixes Ork Deals; To Study Serious Music

NEW YORK, April 13.—Mel Powell, Ellington Goodman pianist whose current feature billing paria with past publicity received as a member of Glenn Miller's AAF ork make him the subject of bids to lead his own band, is turning down all offers. He wants to take advantage of the G.I. Bill of Rights and study serious music and composition for a year before entertaining ideas about being a maestro.

Powell is understood to have flatly rejected a Decca offer which hinged on him forming his own outfit. He will stay with Goodman for the time being and probably start studying next fall.

Brandwynne's Day-Off Rap?

NEW YORK, April 13.—Nat Brandwynne will be hailed before the trial board of Local 802, American Federation of Musicians here, on charges of having taken a bookie on his day off. He is now playing at Hotel Roosevelt there. The alleged illegal date is supposed to have taken place a couple of weeks ago.

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Cahn, Styne, Taylor Biz Mgr. To Drive For 50% Lyric Cut

HOLLYWOOD, April 13.—Eddie Traubner, business representative of penners Sammy Cahn, Jule Styne and Irving Taylor, told *The Billboard* yesterday that he believes writers should get 50 per cent of publisher revenue from lyric mag deals and that he is going to do everything possible to get the same for his clients, even to the extent of taking legal action. Santly-Joy and Leeds Music are possible objects of Traubner's attention, it is said.

NEW YORK, April 13.—Irving Taylor, who collaborated with Vic Mizzy on a batch of songs for Santly-Joy under an employment contract, has been disgruntled for some time. A couple of weeks ago the trade began talking in terms of a law suit. Mizzy and Taylor are no longer employed by Santly-Joy. The usual type of employment contract between publisher and writer gives the cleifer \$25 per week salary, plus an additional \$50 drawing against royalties. Often the writer consents to taking less than the accepted sheet royalty of 3 cents per copy, in return for personal exploitation promised by the publisher. Trade hints that Taylor and Mizzy operated under that general type of arrangement with Santly-Joy.

Palmer Busts 7-Year Mark At Lodge; Expansion 'Soon'

NEW YORK, April 13.—Joe Waller, operator of Post Lodge, Larchmont, N. Y., was here this week doing nip-ups because Saturday (6) the Jimmy Palmer ork broke a seven-year record.

He figures Palmer's biz augurs well for the summer, when Hal McIntyre and Claude Thornhill are set for runs. Problems involved in enlarging the spot's current 500 capacity to a possible 1,100 may be ironed out soon, Waller says.

Scott Ork, Russell for Para

NEW YORK, April 13.—Raymond Scott, who recently began his umpteenth comeback as a dance band leader, has grabbed off a booking at Paramount Theater here, opening July 3. Andy Russell will also be on the bill.

KING COLE TRIO Frim Fram's B. O.

LAST month the King Cole Trio took a quick one-nighter hop from regular stand at Trocadero in Hollywood and rolled up an \$8,400 gross at the San Francisco Auditorium. Few 25-piece name bands ever hit around this figure. It's a good indication of how these three boys have been whamming the box office.

Wat (King) Cole pounds the ivories, Oscar Moore strums a guitar and Johnny Miller plucks the bass. They're been riding high with a beat called "Royal Rockin' Rhythm," and the Troc, their regular headquarters, has named the room in which they play for them. When the trio makes one-nighters, theaters and other personal appearances, the payees join the joints. Their records are sold out before they're even delivered to the retail store. The boys are on hot as nyons now.

The trio's heading East soon and is booked in for a personal appearance at the Music Hall this summer. The market line'll probably stretch around the block.

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Ontario Okays Lounges; Talent Outlet Seen

TORONTO, April 13.—Last week the Ontario Legislature gave its final say to the cocktail lounge bill for that province, which includes the serving of beer and wine in restaurants. Drinks will not be mixed in front of the people and no liquor will be displayed publicly. Cities with a population of over 50,000—such as Toronto, Hamilton, Windsor, London and Ottawa—will have cocktail lounges. Smaller centers may have up such spots if public vote demands them.

Discreet ops, hotel men and big-time restaurant owners are keeping mum on their plans and waiting for the official government announcement. They realize that the actual opening of such places will not be some time yet. Material shortages will be big drawbacks in the opening of cocktail lounges. Scarce items include refrigerator equipment, machines to chip and shave hair. *Ont. Okays Lounges on page 47*

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IN SHORT

New York:

Blue Angel celebrates its third anniversary April 14. . . . Angie Bond Trio option picked up at Mardi Gras. . . . Buddy Rocco Trio goes back to Clark Gables, Dunellen, N. J. . . . Bill Robinson shindig at the Zanzibar, April 29, to mark his 60 years in showbiz.

Bob Russell, current at Belmont Plaza's Glass Hat, will produce Miss America of 1946 pageant at Atlantic City. . . . Bobby Baxter just started at Latin Quarter, Boston. . . . King Cole Trio opens at 21 Club, Baltimore, June 1. . . . Jack Carter goes into the Chanticleer, Baltimore, for \$1,000. . . . Club Charlas, Baltimore, will have Billy Vine and Joan Merrill in its coat show. . . . Jack Kischheim joined Nick Angeia.

New Jersey:

Wally Kibbler, formerly with the Gloom Dodgers, heads bill at Tip Top Club, Union City, for the next five weeks. Show includes Crosby Girls, Tip Toppers, Shirley Weber and Tommy Gray ork held over. . . . Charlie Barnett and orchestra booked into Adams Theater, Newark, for week opening Thursday, April 18. Stagehouse rounded out by Jack Leonard, Eleanor Teeman and the Chords. . . . Cab Calloway and full show direct from Strand Theater, New York, opens at Adams on April 25. . . . New four-day vaude show opening at Victory Theater, Bayonne, N. J., Thursday, April 25, has George Prentiss, Jack Holt and Milady, the Korny, Al and Connie Fenton, Jimmy Jamnae and Connie, and Grace and Jean. . . . Elaine Sheridan opened at Melody Club, Union City, April 11. Show, emceed by Joe Doris, also has Connie Waters, Dorene Antoine and Chris Carter. Nick Capri ork held over.

Chicago:

Step Wharton opens at Elbow Room, Milwaukee, April 23. . . . O'Brien and Evans now in their 10th week at The Bowl, Springfield, Ill., and are to be held indefinitely. . . . Bob Weems, GAC Chi chief, announced the beginning of a GAC concert department, with Jack Denney as one of its members. . . . Jimmy Allen goes from Augie's, Minneapolis, to McCarthy's in Milwaukee. . . . Danny Polo Quartet into Commercial Hotel, Elko, Nev.

Mill Adler has drawn a holdover at Eau Claire (Wis.) Hotel. . . . Sam Riviera opened Tuesday (9) at Labell's and will go to Silver Frolics Tuesday (12). . . . No-Klites opened Friday (5) at Chase Hotel, St. Louis, and will be there for four weeks, their option having been picked up. . . . Appletons will open April 18 at Boulevard Room, Stevens Hotel. . . . Chuck and Phyllis Palmer booked into Dover (O.) Hotel. . . . Paul Gray is reportedly *(See IN SHORT on page 45)*

GAC's Personnel Reshuffle

CHICAGO, April 12.—Sudden personnel shift at the Chi office of General Artists' Corporation puts Joe Musie in charge of the cocktail department with Ray Borden as his assistant. This is Borden's first link with a large booking outfit, having previously been an independent. Dick McPartland, who formerly headed the cocktail department here, has severed relations, with his future connections not yet set. As part of the shift, Frank Hobbs was made head of local radio department, Howard Lee, who headed this department, having left the company. Hobbs was understudy of Lee, who is planning to open his own radio production office here.

Ontario Eyes Mich. Lounge Operation

DETROIT, April 13.—Michigan's system of cocktail lounge operation may serve as the pattern for Ontario, it was indicated by the visit here of a commission of officials from the Canadian province to study the local system. Move is in advance of creation of a new field of cocktail lounges in Ontario, where they have long been banned.

Outstanding point of interest about Michigan lounges was their quick rise in popularity about four years ago, after being a minor element in the liquor situation. Today there are an estimated 300 spots in Detroit using one to four-piece units, some of them paying up to \$500 a week for good singles.

If this trend is followed by the Ontario commission, it will mean a large new field of entertainment, primarily for Canadian artists, of course. Probability, however, is that talent will continue to circulate on an international basis.

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7 Chi Soots Hit by License Refund Ruling

Bill Would Prevent Disaster

CHICAGO, April 13.—City council here passed an ordinance Monday (8) which would prevent the refunding of license fees when spots do not conform to city laws. In effect put the clamp on 17 prominent nightclubs here. The 17 spots hit by the ordinance are: 51 Hundred Club, Playhouse, Club Alabam, Rio Cabana, Colosimo's, Casablanca, Trademark Club, El Mocambo, Liberty Inn, Gayety Village, The Majestic, Nameless Cafe, Cave of Wonders, Silver Cloud, Cuban Village, Club Charming and the Winkin' Pup.

In introducing the bill, Council Member Alderman Duffy asserted, "These places have been operating years in and year out in violation of the law. We have been inviting a major disaster like the Boston night club fire and only by chance have we avoided it."

Action came suddenly but not without warning. One Chi daily ran a story in late March which implied that the violation applied to night spots only, while the ordinance passed by Duffy covers garages, hospitals, dry cleaning establishments, etc.

Council's action lays a catch on the city's license-issuing and fee-collecting methods. All spots mentioned are operating on authority of receipts from the city collector who has refused to refund the license. Establishments were then to be inspected by fire prevention and building commissioner's men and if found lacking, the fee was to be returned and the license refused. Instead, spots were inspected and if found lacking were not closed, but allowed to operate and fees were retained. Council's action instructed the city collector to refund the license fee 15 days after a license has been refused, and notify the applicant that his application has been denied. He must also notify the commissioner of police that the premises for which the license was desired are not up to city standards.

Local ops, contacted while the matter was still in the rumor stage, expressed little uneasiness and said they were rectifying shortcomings wherever possible. Club Alabam had fireproof cash doors installed, while Rio Cabana ops said their violations concerned items that were impossible to get because of material shortages.

In the absence of Mayor Kelly, a spokesman at his office revealed that the mayor had no intention of using his veto power regarding the council's action and, therefore, implied that the measure would be enacted. While Fire Marshal Corrigan and Building Commissioner Gerhardt have stated that their inspecting teams' reports would be submitted to the city collector, no police action has as yet been taken. Commissioner Prendergast, of the police department, when contacted, stated, "I'm looking into this immediately. Maybe there are a lot more that haven't been discovered yet." Thursday (11) a spokesman for Prendergast revealed that he will not act until they receive word from higher up or until the ordinance is in their hands.

Law's spokesman, William Duffy, spokesman of the police department's statement, asserted that in his opinion "any department head who did not take direct action in behalf of the public safety is not performing his duty." Meanwhile, another council member, Alderman Orlikowski,

Cash Bonds in AGVA Kitty

NEW YORK, April 13.—More than \$50,000 has been taken in by AGVA in the last few weeks thru the deposit of cash bonds by niteries from all over the country and Cuba. The biggest lump was collected from the Carnival here, which put up \$8,000. Next was the Chanticleer, Baltimore, with \$6,000.

Other spots and amounts are as follows: Casanova, Detroit, \$2,000; Gay Haven, Detroit, \$1,000; El Rancho, Seattle, \$2,000; Boucherie La Boheme, Miami Beach, Fla., \$3,000; Riptide, Miami, \$1,000; Club Comco, Buffalo, \$500; Silver Dollar, Boston, \$800; Rendezvous, Val Verde, Tex., \$800; Chit's, Los Angeles, \$1,000; Club Ball, Miami, \$2,000; Clover Club, Miami, \$1,000; Grand Casino Havana, \$1,000; Sheridan Productions, San Francisco, \$1,500; Melody Lane, Seattle, \$2,000; Jewel Box, Milwaukee, \$1,000.

Union also received \$2,500 bond from Kelly's Ritz, Panama City, and Club Lido, Panama. But all Panamanian clubs, says AGVA, will be dropped as soon as contracts expire. Reason is the difficulty of policing such far-away spots. Bonds, in such cases, says AGVA, are not enough. Girls are forced to mix and are fired if they refuse. The union says it has no way of checking veracity of stories from either side. And as mixing is forbidden by AGVA and it has no way of telling which side is telling the truth, it has decided to return the bonds, cancel outstanding basic agreements and pull out of the picture. Another reason has to do with possible legal entanglements. If an AGVA member is fired and AGVA pays actor from the spot's bond, union may be sued in the United States. AGVA, however, says it has reps on the spot, or can get them in a hurry, to determine the facts. In Panama it is out on a limb.

Louisiana Still In Wartime Boom; U. S. Benefit 20%

NEW ORLEANS, April 13.—War-born niteries boom is still on in Louisiana. Loss of wartime jobs, departure of military personnel, and the slow pace of reconversion have failed to slow grosses in cabarets and other places of entertainment. This was disclosed in federal cabaret and admission tax collections reported by Charles A. Donnelly, United States Collector of Internal Revenue for Louisiana.

Cabaret tax collections, showing an increase of nearly 20 per cent for the first quarter of 1946 over the same period of the previous year, indicate that citizens are still whipping it up the more the war lasts. For the first month, this does not include admission tax collections which cover everything from leg shows to lectures. The 20 per cent increase in cabaret taxes for the first three months of 1946, Donnelly reported, amounted to \$343,041, compared to \$303,103 for the first quarter of 1945. Total 1945 take was \$1,515,000. For the first three months of 1946, the anticipated gross is \$1,715,000.

Admission taxes for the first quarter of 1946 indicated that nearly \$8,000,000 was taken in on admissions to all sorts of gatherings in Louisiana. This figure represents little change from the 1945 figure.

Admission taxes brought \$440,248.05 in the federal treasury in January, February and March, compared to \$327,161.86 for the same period in 1945. During the same period in 1945, \$419,680 was paid in January, \$363,397.76 in February, and \$327,770 in March, totaling approximately \$1,170,000.

He would seek a special session of the council to repeal the ordinance that closed down the establishments. "They have failed to comply with these regulations simply because they have been unable to obtain necessary building materials," he asserted, and went on to say: "Their lack of compliance does not constitute a public hazard."

Call to the Rio Cabana, which operates on a healthy talent nut, found them ready and eager to oblige with a reservation for any night of the year. Reaction at this spot, one of the most prominent, is considered by the trade to be typical of feeling among other operators.

Commission Miser

NEW YORK, April 13.—Jack Zero was asked by some of the herring gobs at Lindy's, "What's new?"

"What's new, be new," he replied. "I just fired my agent."

"I'm now laying off direct."

Spring's Here, So Scramble's On for New York Spots

NEW YORK, April 13.—At least four New York niteries have been changed hands in the process of changing hands. Tony Pastor's Uptown has just been bought by Monte Gardiner, former op of Ciro's, Miami Beach, for an undisclosed amount. Room will open a short time at Club Brazil, with Miguelito Valdez, Jose Curbello ork (10) and Pupi Campo band.

Great Room, East Side spot now operating with a small-scale policy, also is set to switch owners. Mrs. Sylvia Lieber, present op, denies it, tho she admits that hardly a day passes that some potential buyer doesn't come up. Bradley's in the other room which may announce a sale in the near future. In this case, it is Billy Reed (who Monte Proser backing) who is trying to get in. Last week Reed made an offer of \$30,000 for the spot but was turned down. However, it still warns and may come to a deal.

Leon Encke, of Leon & Eddie's, is also branching out. He is trying to get the Cabana Club, Hotel Belvedere, Long Beach, Calif., and run it for the summer with a band policy during the week and acts on weekends. Room has been shuttered for some time and will take about \$50,000, to \$60,000 to get into shape. Deal is close to consummation.

Palumbo Heads Philly's Encore War Chest Drive

PHILADELPHIA, April 13.—Clanking that niteries here made the worst showing in the recent United War Chest Drive, Frank Palumbo, of the Philly niteries family, heads a committee to put the section over the top even tho the drive closed several months ago.

With most industry sections going over the top, the niteries hit a poor 25 per cent of their quota.

H'wood Biggies Press Smallies For Curfew Nix

HOLLYWOOD, April 13.—Local biggie niteries operators are getting set to fight the majority of smaller liquor licensees who oppose the lifting of the present midnight drinking curfew. Growing sentiment among cocktail rank and file of tavern ops, cocktail lounges, and even small club owners is to leave the current 12 o'clock law on the books—permanently. Big-time operators are pitching furiously to organize forces against such move, but so far no unified action has been evident—especially in the State Capitol where pressure would do the most good.

Curfew law, originally clamped down by the military during early days of the war, and later put on State law books, can only be repealed by act of Legislature. Chances are slim that action of any kind will be taken before next January, when the regular session of the Legislature meets. Nevertheless, big ops are griping loud and long, in hopes that enough pressure can be brought to force a special session of state politics.

Not Worth It, Smallies Claim

Smaller club owners and tavern keepers generally feel that profits derived from any extension of curfew wouldn't be worth headaches and added book of operating spots. Employees nix any attempt to lengthen working hours, regardless of extra dough in their kicks. A recent poll taken by the Southern California Tavern Association indicates that 70 per cent of membership favored retention of the 12 o'clock curfew. Association, therefore, will probably back down on any proposal to present law, in accordance with majority opinion.

Miami Copa's Semi Names for Firemen

MIAMI, April 13.—Murray Weinger's Copacabana, which shuttered for the season a few weeks ago, will do a quick turnaround and re-light the end of April. New policy, however, will no longer be for big names. Weinger intends to bring in acts selling for \$1,000-\$1,500.

Reason for reopening in off-season, says Weinger, is the number of conventions slated for Miami between May and end of August. With all that additional moo coming in he expects a comparatively light budget policy will pay off.

Miami Mocambo Tax Lien Filed by U. S. Revenue Dept.

MIAMI, April 13.—Tax lien covering assessments of \$16,607.96 was filed in U. S. Circuit Court Tuesday (9) against the Mocambo Club, of Miami Beach, by the Collector of Internal Revenue. Amount includes a 5 per cent penalty of \$790.86.

Assessments are for taxes on items and cabaret license for the period ending March 1. Penguin Cooling System recently filed a lien, alleging that payment on the air-conditioning system was in default. Revenue is aiming at other debts in this area, and crusade will be continued until settlements are made.

Atlantic City Niteries Fight Convention Hall Liquor Sale

ATLANTIC CITY, April 13.—Local niteries, in a letter to the city commission, opposed the sale of liquor at Convention Hall except for cocktail parties and convention dinners. Note was sent by the Atlantic City Licensed Beverage Association.

April 20, 1946

**Beverly Hills Country Club,
Newport, Ky.**

Chinese Skyroom, San Francisco

Talent Policy Dancing and Showboats at 9:30 in the music. Andy Ward, Walter Blighfield. Prices: \$1.50 minimum, no cover

Strictly a Chinese line-up. The Six Wongettes get things started with a snappy cake-walk routine. Gals are in black and put plenty of punch in their dancing. Costumes are abbreviated but gorgeous. Mirth spot in show handled by Prince Kim Low, who alternately blows himself up in the face with satirical wisecracks. Paunchy, yet light on his feet, the prince cavorts with the patrons. Gets heavy laughs.

Sweetly bristly is Benrice Tom, a cute lark who does well with Embrace You and I've Got the World On a String. Has good microphone poise. A shot of the sensational is Ah Wing, magician, who baffles with a fire-eating act and ekes gasps from ringleaders by poking a flaming fire-stick down his gullet.

Kim and Jessica Wong put a touch of the Oriental in a rumba number. Makes for good entertainment. Plenty of hand-clapping. Show-lepper, however, is Barbara Wing, who comes in with a style all her own. Has plenty of verve and a catchy lilt to her voice. Especially good in Tropicana and Rosemary. Begged off after taking five encores. Female is a madhouse, with the entire troupe milling around to Beguine the Beguine. Suave Sammy Tong emceeds. Don Ferrara's ork (6) backs up show effectively.

Terrace Room, Hotel Williant Penn, Pittsburgh

Talent Policy Dancing and Showboats at 9:30 in the music. Andy Ward, Walter Blighfield. Prices: \$1.50 minimum, no cover

Tom Troy rounded up three sock standards and came up with a real winner each act scoring heavily when caught (6). Show opened with dance vocalist, Marianne. A smooth, clever performer, she was socko in her final Bolero.

Coty and Sue, hand-balancing act, follow with a well-rounded turn that had the customers clanking for more. Team worked with deliberate ease and saved their smash roll-over trick for the encore. Male member of team drew nice applause with came lunging stunt.

Top act on the bill was fem singer Terry Lawlor, who held the floor for 20 minutes and had to beg off after eight numbers. Her work was smooth and polished and her selection of songs ran from her Herman Lapidus Levine to Pretty Kitty Blue Eyes, every number well arranged. Ork was to break into the dance music before the customers would let her go.

Marty Gregor's ork (10) excellent on the show and dancing.

Light Comic

NEW YORK, April 13.—Sid Rosen now goes around as ifuffed up like a pouter pigeon because The Billboard, in its review of the 18 Club, said, "The lighting was excellent." He carries the framed clapping with some words heavily underlined, quite it sat at the slightest provocation.

Since the piece appeared the electric man has been making like he belonged between two pieces of bread. Publicity has become his major love—advising, counseling and even dictating suggestions to the club press agent.

Trocadero, Hollywood

Talent Policy Dancing and Showboats at 9:30 in the music. Andy Ward, Walter Blighfield. Prices: \$1.50 minimum, no cover

For the drinks time in a long time this spot is doing S. R. O. biz, thanks to the super teaming of Spike Jones. The virtuosos of the whistle board pulled the house down as he and his City Slickers go thru their antics. Also adding to the payees' pleasure is Beverly Louane. . . . Big band, however, does not mean that Jones is changing his style. He uses the City Slickers for the floorshow and the full-bodied ork to provide lush tempos for the terps. Use of the large aggregation started as an experiment. Judging by tonight's response, Jones has definitely upped his stature by combining his corny crew with an outfit that can provide mellow music.

Show hits sock level, with the Slickers going thru their riotous routines in Shick of Arab, Black Magic, Clink, Clink, Another Drink, etc. Customers really go big for their merciless burlesquing of Holiday for Strings, Chloé, and a new number, puller. *Good Worms*, as named holds the last slot and is effectively staged. Jones supposedly puts the spotlight on a "visiting" celeb, introduced as a Victor Red Seal recording artist, Eileen Carlyle. Payees prompt her to the platform with respectful palming as she gives wind to typical prima donna squawking. Red Ingle, who featured as the ork of the Slicker insanities, chimes in to clinch this nut-house number as a top belly tickler. To add the final touch, stunt man Cy Malis, dressed as a Trec waiter, trips and crashes a dish-fulled tray.

Vadja Del Sol lends serious light to the show with her spirited Spanish dances. Gal packs a lot of firenaze and gets good response. Kay Baldis displays her thrust talents in doing a Judy Garland take-off on I Love Rhythm. She packs plenty of personality into her pipes and fits well into the Spike Jones party.

Big ork has Helen Greco and Jimmy Cassidy handling the lyrics. Band's book is on the quiet side, lacking to tunes in the vein of Old Wild West. Seemed To Be and charged occasionally with a south-of-the-border ditty.

VOGUE TERRACE

(Continued from opposite page)

Act had to beg off after two encores. Sylvia and Christian, dance team, opened the show and sold themselves easily, but act looks a little rusty. Dodson brought his trained monkeys on next and was well received. Dodson has good material and his animals are well trained. Tenor Michael Strange, in the emcee spot, came on next and did a terrific job on three numbers. He teamed with Bertha the Beguine and followed with Gee, I'd Like to Be With You On Easter Sunday, and closed with a sock arrangement of the oldie, *Music Maestro, Please!*

Tommy Carlyn's ork, local, furnished music for dancing and show.

Minneapolis Radio City Goes Flesh With Woody Herman

MINNEAPOLIS, April 13.—Radio City, formerly Minnesota State Theatre, will revert to flesh when Woody Herman's ork makes a personal appearance the week starting April 19. Since house was remodeled, the theatre reopened by Minnesota Amusement Company nearly two years ago, policy has been no stagehous because of arrangement with RKO-Orpheum Theatre here, home of stagehous.

Pact was broken last winter, however, altho neither house has presented stagehous in the interim. Herman ork appeared at the Orpheum last year.

IN SHORT

(Continued from page 41)
going great guns at Detroit's Latin Quarter.

King Cole Trio set for Chesterfield Super Club program May 9. Frank Conine has joined the Frank J. Hogan Agency after leaving the navy. He will concentrate on club dating. . . . Leon Ches, 38-er, will soon go into his third year at Beverly Louane. . . . The Characters will open at the Normandy April 30. . . . Thelma Sills is back after Hot Springs vacation and will go into temporary retirement. . . . New address of Jack Kurtze, of McConkey Orchestra Company, is 847 Seward, Hollywood 38. . . . Harold Kopley, managing director of the Chase Hotel and the Park Plaza's St. Louis, stopped off en route to the Coast to look over the talent situation there. Ray Lytle, of the MCA City office, now doing exclusive booking for Lee Eddie's, Minneapolis. He is opening the Three Rayn Brothers there April 22.

Miami

At Robinson at Jewel Box. . . . Ted Blake, comic, still at Paddock. . . . Hal Winters, pulp Mallory and Rose Galt make up show at Copa Cabana Lounge. . . . Tubby Rives continues at Rippled. . . . Ned Shroyer's Beachcomber Lagoon features Jose Torano's ork. . . . Jackie Cogan starts his broadcasts April 29. . . . Dorie Dale, Elinore Wynne and Patsy Cordi appearing at Brown Derby. . . . Jan Bart still held over at Clover. . . . Caesar and Rosita at Jimmie's. . . . Frank Craven and trumpet at El Toro.

Philadelphia:

Frances Carroll, after a long illness, returned to the El Dorado April 7. . . . Leo Fuld, at Jack Lynch's Walton Roof in Fun for Your Money, took a header and is in Jefferson Hospital in serious condition. . . . Bubbles Shelby, singer, is in University Hospital recovering from an

operation. . . . Harry Bee, harmonica, leaves the Embassy for Tucson, Ariz., to buy a baby-wear shop with his wife. . . . Deane Carroll, thrush, now to the line-up at Embassy, opened April 10.

San Francisco:

Capitol Records, Hollywood, dickering with Joquin Garay and Al Wallace's ork for series. . . . Freddy Higuera (drums) and Jay Browner Jr. have joined Hen Abramson's outfit at Forbidden City. . . . Lolita and Ardo, dancers, signed for spot in new Universal pic with Desi Arnaz. . . . Billy Grant, panto comic, has bought an interest in Club Alabama, Oakland. . . . Lawrence and Frank Andrin, instrumentalists-singers, bought Diamond Horseshoe outright. Will rename it La Vie Parisienne. . . . Vince Barnett set for straight role in Universal's The Killers, his initial non-comedy role.

Here and There:

Ann Brower, singer, is en route to Chicago dates, following a successful run at 22 Clubs, Miami Beach, Fla. . . . Jack Jellison and ork are in their 17th month at the Patio, downtown Cincinnati niteroy. . . . Billy Gilbert starts at the Circle, Indianapolis, April 25. . . . Bob Eberly opens at Oriental, Chicago, May 16. . . . Blaine Johnson, ex-bass and singer in Judy McCooy, is leaving the Red Jackets and forming own combo. . . . When the Oaks, Minnesota City, Minn., burned, Ozzie Clark's ork lost \$10,000 worth of equipment. Saved their library. . . . Twin Corry into the Rodison, Minneapolis, May 31. . . . Cob Calloway to get \$7,500 at the Coronet, Philadelphia, May 15. Goes next to Club 21, Baltimore. . . . Club Charles and Club 21, Baltimore, just put up cash bonds with AGVA. Formerly used \$5,000; latter \$2,500, plus an extra aside to guarantee Gypsy Ross Leslie's salary. . . . Pat Abbott in the Miss Mirror, New ork, April 7. Archie Robbins into same room, May 3.

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VAUDEVILLE REVIEWS

Loew's State, New York

(Thursday, April 11)

Sitting in the pews watching Ralph Slater put on his hypnotic demonstration is like being in a lab watching a chemist work on test tube cultures or in a hospital theater witnessing a surgeon play his scalpel. To those with the savvy, it is hot stuff, but it has mild lure for the majority. Regardless of how convincingly Slater stresses the point that his show is scientific, there's bound to be latent skepticism that this is more pop entertainment boked with abracadabra.

Slater, debbing in vaude, has much to learn about selling his act. Previous showings before top medical attest to the fact that the hypnotist has the goods. But whether his act can be sold on the buck-and-wing market is another thing. He is on the better part of an hour, and during that time the only real show stuff comes at the end in his post-hypnotic suggestion stunt which gets boffs when his stooges (volunteers from the audience) perform as he instructed them under a hypnotic sleep. Use of volunteers is a good audience participation, but Slater's stress on the fact that his volunteers are unknown to him still cannot quite obscure the memory of past pop acts using plants. Yet there (See *Loew's State, N. Y.*, opp. page)

Olympia, Miami

(Wednesday Afternoon, April 10)

A crack variety bill this week, with every act a winner.

Harold Barnes opens with as clever a slack-wire act as there is around. Nimbly-footed chap does all manner of tap and ballet steps besides skipping rope. Several recalls.

Virginia Hayes gets hot with her boogie-woogie piano playing and singing. Goes to town with *St. Louis Blues* and *Cowboy Boogie*. Big hand.

Barr and Estes scored, with man doing eccentric and comedy dance, while female (Estes) taps. Barr kids himself about his schmozzle. Pair winds up in a fast jitterbug bit. A wow.

Hal Winters, tenor, who has been around here all winter, stopped the howl despite razzing from kids, which is usual at opening matinee. Sung *I Can't Begin to Tell You, Eyes Only for You* and *All the Things You Are*. Insistent hand brought Symphony. Winters is a comer.

Gaudsmith Brothers, old-timers, a hit with their nonsense and dogs. Getting better chunky but still manage to do a two-high mump, topped by the ponches, which earned a heavy hit and brought them out for several bows.

Pic, *Three Strangers*.

Roxy, New York

(Wednesday, April 10)

Two-part show here has all the makings of a real sock package, but unlike most fleshers, it is the productions that give it heat. Opens with a Gay '90s number, with girls costumed in feather boas, Lillian Russell hats and bustled gowns. Costumes and scene brought a hand without anything happening. Boys wear high collars and vari-colored suits, and after an intro by Paul Villard, go into the Turn of the Century number. Villard makes like Frank Craven in *Our Town*, standing aside and commenting on the scene. His pleasant voice and intimate delivery heightens the effect considerably. Next comes the Frankie and Johnny number presented by Lee Sherman, just out of the service. Number is a modern ballet with Sherman playing the Johnnie to Miss Seckler's Frankie, with Miss Lind, a pretty blonde, being the old woman. Routine is brilliant and exciting. Sly bits of comedy thrown in lighten the mood and make it ideal for a pic-a-vaude house. While the number is going on, from the spot to the mail scene, the house line goes thru some intricate modern steps which help frame the entire production.

Jackie Miles gets plenty of rocks when he follows for a short emcee bit to bring on the Lane Brothers. Team registers air with its acro knockabout routines, getting gasps with its rope jumping bits. Walk off to a good hand. Miles comes back (See *Roxy, New York*, on opp. page)

Orpheum, Los Angeles

(Tuesday, April 9, 1946)

Fresh from an engagement at Ciro's, Hollywood, Desi Arnaz and His Latin Ork (20) all the Orpheum stage with first-rate music and good showmanship. This is band's first theater date.

Music dished out is heavy on the south-of-the-border side, with orker kicking in on vocals. Arnaz has a fresh, youthful personality, and from the band with energy and bounce. Knowing he has to sell not only himself but the music he plays, Arnaz takes time to explain background of each number.

Ork opens with *Cumbanchero*, vocalized by Arnaz. Has a robust set of pipes, yet lacks control. Salesmanship more than overcomes any lack of polish, with vocals in Spanish resting well with the audience. Gives several other numbers, best of which is a sublimely arranged *Tabu*.

Pacing the show, crew does a production arrangement of *Malaguena* and a Chopin medley in swing. Closing number *Bahia*, gives Arnaz a chance to take the spot for several minutes on Congo drums, building to a dramatic climax and curtain.

Joan Barton, attractive blonde, offers *Shoo-Fly Pie* and *Bahia*, the latter being especially suited to her. Voice has a plaintive quality, best on sweet stuff. Her offering drew only fair miking.

Dulcinea, Latin-American thrush, handles Spanish numbers, doing a good job with such standards as *Para Vago* and *Tico Tico*. Works easily and sells wares with little difficulty, especially when she throws in a few dance steps between breaks.

Balancing the show are Lolita and Ardo, smooth ballroom dancers, and Jack Marshall, vaude old-timer, with some new comic material. In addition to his well-known trick-hat routine, Marshall pants crowd with characters Joe Muddlewitz and Butch McGurk, which seat slitters were in for big way.

First show and was cold at start, but soon caught the spirit of ork's hot Latin tempos.

Pic, *The Gay Cavalier*. Biz good.



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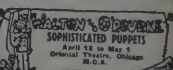
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LOWE'S STATE, N. Y.

(Continued from opposite page)
seems no other way in which Slater can get his act across.

Pew-sitters were interested, but not madly so. Which suggests that while the bygonism and stuff for the moment, it belongs in Carnegie Hall with the medics rather than in Lowe's State with pop-minded aisle squatters. Anyway, the novelty, while a novelty, won't bring the b. o. queues down the Stern sidewalks.

Otherwise, the bill is brief and breezy.

Openers are the Diacoffs, British mama and two daughters, who sell a fast flash dare-devil bicycle act. Showing bulbs from a slow opener.

Canary Yvette does a good job of song peddling. Smooth pipes and showmanship help her to put over her numbers well, all except the finale, *Her Bathing Suit Never Got Wet*, which tries hard to cut yocks and doesn't. Her opener is *My Guy's Come Back*, seguing into *All Thru the Day*. A fair hand brings her back to recall *Symphony* which she does bi-lingually and well.

Johnny Woods, who doubles as emcee, has a fast patter and some okay material. However, his sock sale is his mimicry which is good. He takes off almost everyone in the room, overclouded with imitations. Possibly concentration on the best of his subjects and lengthening of their showing and cutting out others would hype this act considerably. But he and this week's hands deservedly.

Ruby Zerling's ork in the pit. Film, *The Sailor Takes a Wife*. Biz fair.

FOLLOW-UP REVIEWS

RADIO CITY MUSIC HALL, NEW YORK: In reviewing the current Music Hall show, which opened Thursday (4), *The Billboard* overlooked Marion Carter, soprano. Miss Carter works in the outdoor cathedral ceiling and sings two numbers, *Song Is You* and *Easter Bonnet*, both delivered with skill. Carter, dressed in a mink skirt and big picture hat, was a real treat to the scene. Fifth Avenue and its annual Easter parade. Backed by the cathedral doors and flanked by the house staff, members receive good production and very appreciative hands.

ROXY, NEW YORK

(Continued from opposite page)
for his spot to do his horse play, comic strip, finance company and taxes bits. Each one pulled belly quakes. He finished with his movie bit, dropping it midway for a resume delivered to seat-hunters in the aisle. Resumes were funny but dragging it out to a full routine hurt the final result.

Connie Boswell, brought out in a new dress, opens with *Doctor, Leave*, Indian Chief and followed with *Personality*. Neither song did too well. First one started off okay, but nothing robbed it of punch. She finished with *What Is America to Me?* which helped bring her home way in front. Singer has a great arrangement, and her dramatic delivery sold it for plenty of sock hats.

Show finishes with a community sing led by Miss Boswell. Pic, *Dragonwyck*. Biz excellent.

SLAPS MAXIE'S

(Continued from page 44)
performer, she handles her chores adequately, crooning specially written lyrics. Her act might sell better, however, if the material, mostly on the double entendre side, were switched to include pop songs.

Rounding out the top bill are dance satirists Grace and Nicole, whose original clowning and graceful terping brought solid mitting.

Youthful De Castro Sisters, strictly on the south-of-the-border side, give out with catchy arrangements of Latin ditties. Trio is fresh and likable, with good blending of voices, but they punched too hard on the opening. Act should be varied to include more sweet stuff.

Negro singers Johnny and George pulled the surprise of the show. Their original delivery of such oldies as St. Louis Blues, *My Blue Heaven*, *Schoon* and *Into Each Life Some Rain Must Fall* brought loud and loud mitting. Complete abandon with which they sell their wares made them top favorites.

Opening night show ran 90 minutes but it was well paced. Stan Myers ork played a fine show and ended out dance tempo.

LEON AND EDDIE'S

(Continued from page 44)
with a bary range, he opens with *Stars in Your Eyes*, followed with *My Blue Heaven* (and Italian) and tried to walk after Donkey Serenade. Crowd, however, called him back for an excellent *Vesti Giubba* which he sold them in his hands. Boy has good voice control but insists on showing it in each number. He even in *Donkey Serenade*, which announced as being in live talk, he tried for vocal rather than commercial effect.

Three Arnauts, standard vaude act, register as well here as they do in theaters. Their opening fiddle-acro bit doesn't do too well, but when they went into their bird-talking routine they were in all the way.

Sidney Sprague line (8) has some lookers and routines are fast. Open with a can-can number seguing into a picture of a Rockets finish for popular applause. Act Waner, with Judy Stein fronting, out a good show.

Music Hall, Strand Up With 135 and 74G; B.G. OK at Para

NEW YORK, April 13.—With new bills in two houses last week, takes went up again. First was Radio City Music Hall (6,200 seats; average, \$100,000), which counted \$135,000 for its deb. *Billie Holiday* Carter, Three Swifts and *Green Years*. Second was the Strand (2,770 seats; average, \$45,000), pulling \$74,000 for its initial stanza with Louis Prima ork, Joe and Jane McKenna and Devotion.

Para Sixth, 72G

Paramount (3,664 seats; average, \$75,000) continued its pace, getting \$72,000 for its sixth week with Benny Goodman, Pat Henning and Rod Taylor. At the Strand the previous frame of \$82,000. Bill started with \$135,000. Second, third and fourth innings brought, respectively, \$120,000, \$110,000 and \$90,000.

Roxy's Latin Quarter 55G

Roxy (8,000 seats; \$75,000) got \$55,000 for its second and final week with the Latin Quarter Revue, Arthur Lee Simpkins and Doll Face. Paramount (3,664 seats; average, \$75,000). New show (reviewed this issue) has Jackie Miles, Connie Boswell and Dragonwyck.

Capitol Off to \$70,000

Capitol (4,627 seats; average, \$68,000) dropped \$70,000 for its third week with the Xavier Cugat ork, Harvey Stone and Ziegfeld Follies, against the previous chucker of \$80,000 and the opener of \$93,000. Lowe's State (3,300 seats; average, \$25,000) also dipped to \$24,000 for Kitty Carlisle, Masters and Rollins and Colonel Effingham's Raid. Previous week's figure was \$30,000. New

bill reviewed this issue has Ralph Slater, Yvette, Johnny Woods and *Sailor Takes a Wife*.

Philly Earle Takes a Drop To 26½G With Sammy Kaye

PHILADELPHIA, April 13.—What with Lent and a touch of bad weather, the gross at the Earle Theater (seating 3,000; prices, 45 to 95 cents) dropped a bit with the current bill featuring Sammy Kaye and ork. Take was \$26,500 for six days. Previous week with the Glenn Miller ork brought \$36,800.

Bill features Kaye, Mary Marlow, Lane and Clair, Chubby Silvers, Betty Barclay, Cy Reeves, and Billy Williams.

Pic, *Getting Gertie's Garter*.

San Fran CG HO Dives

SAN FRANCISCO, April 13.—With a holdover vaudeville show, Golden Gate (2,850 seats; prices, 45 cents to \$1; average, \$32,000) nosedived to a \$23,000 gross for week ended Tuesday (9). Stageshow had Al Donahue and ork, Minniewith Madcaps, Dick and Red Remy and Mad Slater. Pic, *From This Forward*.

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Chi Groups' Plugs Hypo 'Roots'; 'Moon', 'Polonaise' Hit Road

CHICAGO, April 13.—Two shows, *Polonaise* and *Dark of the Moon*, dropped from Chi this week for road runs, taking the chunks of Windy City dough with them. *Polonaise*, after six weeks, grossed \$150,000 for an average of 25¢, which is \$3,000 above the put. Producer Harry Bloomfield, who has been cleaning up on road runs after suffering terrific losses in New York, is taking the production for a Midwest and Western tour before opening in Los Angeles in the fall.

Moon copped \$188,000 in 12 weeks at a \$3.60 top, and is moving for an Eastern-Canada jump. Substitution of James Lanphier for Richard Hart in the leading role hasn't hurt the show any, crix giving Lanphier good notice. Hart is scheduled to appear opposite Greer Garson in MGM's *Woman of My Own*.

CHICAGO, April 13.—Deep Are the *Roots*, mixed-cast production, in a racial theme at the Palace here three weeks ago at the Selwyn amid a barrage of praise and adverse criticism, is catching on after a dull start. Although the show has been running the last few weeks at the Main Stem, most old-time legitters predicted it would suffer the same fate as *A Young American*, which followed here after three weeks.

Main reason *Roots* is climbing (first week, \$13,500; second, \$14,500, and third, \$15,000) is due to backing from liberal and civic organizations ranging from Mayor Ed Kelly's Committee on Human Relations to the Anti-Defamation League. Other orgs which have volunteered free pluging to *Roots* are the National Julius Rosenberg Fund, Council Against Racial and Religious Discrimination, Civil Liberties Committee, B'nai B'rith and The Chicago Defender, a leading Negro newspaper.

Turel has also organized an effective press campaign on the South Side, among the city's 350,000 Negroes by employing Charles Griffin, Negro radio actor, as part-time flank man to spread the word that the play should be patronized.

Root publicity is in direct contrast to the flack deal accorded *A Young American*, which received better reviews but lackadaisical flacking that resulted in small b. o.

Todd "Park" Looks Like Chi Klondike

CHICAGO, April 13.—Up in Central Park, Todd production, which opens here (16), seems likely to set record in Chi for advance sales. Show had 35¢ last week (6) 10 days before opening and should have added to 100¢ advance at curtain time.

Park steamed into town in typical Todd style, aboard the first special train a touring show, has used the word of the week, "Freight agent Bill Doll, using ballyhoo tactics, promptly had first-night tip printed in large envelope size—the first seen in Chi in many years.

Malcolm Beggs replaced the late Noah Beery as Boss Tweed.

Hirst's 3d 'Showboat' Baton

NEW YORK, April 13.—George Hirst takes over the baton from Elwyn McArthur at the Ziegfeld Theater here Monday (15). The baton is Hirst's third Showboat conducting baton. He was musical director for *Boat* when it was originally produced in 1927 and batonheaded the revival in 1933. McArthur leaves the baton to an engagement with the St. Louis Municipal Opera.

OUT-OF-TOWN OPENINGS

SHOOTIN' STAR

(Opened Tuesday, April 9, 1946)

SUBURB THEATRE, PHILADELPHIA

A musical with book by Walter Hart, Lewis Jacobs and Harold Wells. Music, Sol Kaplan. Lyrics, Bob Russell. Scenic, Harold Wells. Choreography, Lester Moritt. Settings, Frederick Fox. Costumes, Kenneth Ditt. Director, Arthur Hodge. Musical, port. Orchestration, Hershey May. Produced by Max Lichtman and Joseph Elms.

CAST: Susan Reed, Lee Fairfax, Rose CAUSEY, Larry Stewart, Art Smith, Margaret Irving, Richard Gibbs, Howard Da Silva, Edward Anderson, Doretta Morrow, Walter Steele, Elliott Sullivan, Rex King, James Moore, Peter Gray, Emily Earle, David Brooks, Gertrude P. Haines, John Fuchs, Y. Hill, Elaine Walker, Jean Oida, Nellie Fisher, Ray Harrison, The Country, Jack McDevie, Edward Cullen, Celia Clement, Larry Anderson, Larry Gray, Nathan Karparkat, Brian Houston, Ellen Arner, Christina Scoville, Mary Causey, Ethel Madden, Helene Whitney, Everett Gimmel, Richard Anderson, Larry Anderson, Jerry Berch, Leonard, Barbara Steele, Nancy Lang, Doris Eber, Patricia Schaeffer, Nona Scherman, Bille Karpich, Lavina Minter, William Henry, Henry Kirby, Aldo Cadens, Forrest Bonahle, Francisco Monson, Herbert Ross and David Abner.

A weak score and an appalling absence of comedy are the major detractors in the present state of *Shootin' Star*. Since they can both be remedied in a pre-dreadway run, it should arrive in New York in excellent shape and earn enough applause to spare.

Philly Crix Tab

Took a three to one turn-down from local critics. Mr. Linton Martin (Inquirer), Edwin S. Redkey (Herald), and Mrs. E. P. Seawander (Bulletin). Box: 25 per cent.

Frederick Fox has created some of the most beautiful settings to hit the stage this season. Each back-drop is painted with an eye to indicating distance and space. There is also clever use of reproductions on two-dimensional drops between sets, and it's an extremely effective trick. Ken Barr's colorful costumes are perfect for the settings.

David Brooks cuts himself a commendable little break as Billy the Kid, the central character in the plot. Brooks struts and swaggers with the same naturalness as real-life cowboys and adds his fine voice to his acting ability to completely tie up matters for himself. The object of his romantic moves is pretty Doretta Morrow, who also boasts a good voice. She is also the adorable Howard's girl. The proprietor of the saloon and Billy's best friend.

Story is the age-old Western that is always welcome. Billy rescues a lady who has been kidnapped by the father to clear up some very nasty land swindles by the official villain. More shooting is included than the stage has seen in many a quiet moon. In the end, the Silver is appointed sheriff and it's his duty to capture or kill his good friend for an impetuous murder.

If the songs were more lively, the play would break up dangerously with age. In every instance, the cast is good whether they belong in the singing, dancing or acting category. The best tunes of the present bunch is sung by Larry Brooks and Da Silva, titled *Mighty Big Dream*. Bernice Parks does some good acting with her two solos and her attractive number, *Don't Cry*, counts for more than they are worth.

Susan Reed does some of her excellent folk singing in the ballads that set the scenes and is marvelous in the intense mood scenes. Celia Clement is Corey, the villain. Nellie Fisher and Ray Harrison do some of the clever dance routines in *Shootin' Star*. The show and Marco Rosales are in for a remarkable Mexican number.

THIS, TOO, SHALL PASS

(Opened Monday, April 8, 1946)

COLEY THEATRE, BOSTON

A play by Don Appell, staged by the author. Setting, Raymond Smey. Company manager, Lee K. Holland. Press representative, Duddy Alexander. Produced by Richard W. Krakauer and David Shay.

CAST: Alexander.....Jan Sterling
Martha Alexander.....Kathryn Givney
Daddy Alexander.....Walter Starkey
Buddy Alexander.....Max Wanamaker
Daddy Alexander.....Walter Starkey

Pass has so much merit that its mellow method of punching home a solution is an unfortunate let-down. Play deals with the problem of racial prejudice, the unwillingness of Martha Graham to permit her daughter (Janet) to marry a Jewish soldier friend of son Buddy Alexander. Mac Sorrell, the soldier, arrives for a visit to the Alexander home in a Midwest city. He has been corresponding with Janet for three years and his intentions are strictly honorable.

Mac, having saved Buddy's life in the war, is welcomed wholeheartedly by the Alexander family, including Janet, until the fact of his race is brought to Mrs. Alexander's attention. Alexander, a prominent committee member on each of the many committees as the League to Abolish Racial Discrimination, Clothes for Europe, etc., decides that such a marriage is not for Janet. Mac Alexander, superbly played by Ralph Morgan, is unaware of the trouble brewing in his home because of Buddy's religion, until Buddy is required by Mac's car to drive off with his pal from leaving for New York.

Hub Crix Tab

Five to two negative vote scores 29 per cent. No. Les Gaffner (Herald), Peggy Doyle (Herald), Freda W. Brown (Herald), Yoni, Helen Eager (Traveler), Cyrus Dargilo (Herald).

It is at this point that *Pass* breaks down with a dull thump. Play ends on a note of tragedy in spite of the fact that Mac wins Janet. Nothing is solved. Nothing much is proved except the basic premise—that intolerance causes great sorrow and harm.

Sam Wanamaker as Sorrell turns in a fine performance as the persecuted Jewish soldier. Jan Sterling does right by the nightingale, playing Janet. Walter Starkey as Buddy, the ill-fated son, is superlative. Kathryn Givney, as the heartless and bigoted Mrs. Alexander, does a top-bracket job of creating a credible child-killer. She accomplishes her right-about-face on the matter of marriage with great skill. The trouble is that the character is not a human being, but a hunk of motivation.

The virtues of *Pass* are pretty much outweighed by the plot hokum. It starts off boldly and well. It ends with a thud.

ON WHITMAN AVENUE

(Opened Wednesday, April 10, 1946)

ERLANGER THEATRE, BUFFALO

A new play by Maxine Wood. Directed by Maxine Wood. Scenic, Paul Benzel. Setting, Donald Oenslager. Company manager, Charles Mulligan. Press representative, Duddy Alexander. Produced by David Lipky and Bernard Simon. Presented by the Buffalo Theatre Guild.

CAST: Canada Lee, Will Greer, Ernestine Barrier, Peter Wilson, Hilde Vaughn, Philip Clarke, Alvin Karpis, Norma Baker, George Martin, Milton, Richard Williams, Augustus Smith, Kenneth Tracy, Betty Green, Robert Ireland, Stephen Roberts and Joanna Abner.

This drama has a powerful message, preaches a good sermon in rich, colorful language, and contains intensely moving moments and to some extent puts its message across. Its chief faults are wordiness and occasional overacting.

Whitman Avenue is a typical street in suburban middle-class America where a tempest is started by the ar-

ival of a Negro family in the upper flat of the Tildens. During her parents' absence on a trip, the young and idealistic daughter has rented the place to a Negro war veteran and his family, examples of fine clean living. This Negro saved her fiancé's life during a Pacific battle, is now homeless and his wife expects a baby, so the girl sets herself up as his champion. Complications ensue in the form of parties, meetings of the neighbors, pressure from real estate company and street fights between the Negro and white youngsters, ending with discussion and breaking up the Tilden family when the colored (On Whitman Avenue on opp. page)

Hill & Dale Preview

NEW YORK, April 13.—Frank Carrington reopens Paper Mill Playhouse April 22, for sixth season of the season, with the production of sketched 40-week stretch will be *Bitter Sweet*, starring Dorothy Sandlin. Jack Wasserman as Tommy Brent are casting for their Morristown (N. J.) stock company. Seventeen-week season of revivals and tryouts is planned. Troupe will bow-in at Jersey Theater May 7.

Lawrence Langner and Armina Marshall are reopening the Westport (Conn.) Country Playhouse about July 1. John C. Wilson will be associated with them in the project and Martin Manulick has been appointed managing director. Sixed cast for revivals with guest stars and a couple of tryouts.

Gordon Roberts has been appointed director of drama for the Summer Festival season of opera and drama at Deerpines Theater, Harrison, Me.

Berkshire Playhouse, Stockbridge, Mass., will open a nine-week season, June 2, after four-year war shuttering. William Miles will return to his old job as managing director. Mary Ward will handle publicity. Policy will be resident company plus guest stars.

Theater-in-the-Dale, New Milford, Conn., will open June 22 for an 11-week stretch. Louis Townsend is the manager. Louis Price Fellows will do the staging.

Three to five pre-stem tryouts are planned during a resident stock season. Director Freeman Hammond announced reopening of Keene State Playhouse for a nine-week season, beginning July 2. New Hampshire strawhatter has been dark for five years.

Horton, Va., opens, Moylan-Rose Valley, Pa., opens, 44th reseason April 20. Japhy Deeter will direct. Policy this year will be to light Thursday thru Saturday up to 25. Thereafter, thru November Wednesday performances will be added. Tentative schedule includes three Bernad Shaw items, a couple of Cheate and O'Neill's *Emperor Jones*.

The Playhouse, Weston, Vt., reopens for a 10-week season, June 28. Policy for the season is stock company. Harlan Grant will direct. Plans include a 10-week of a straight play and a musical.

Guy Palmerton has set the opening of the Playhouse, Worcester, Mass., for May 24. Worcester will have a 10-week season under way. Lake Wholam Playhouse, Fitchburg, Mass., also has a 10-week season. It is scheduled to reopen June 1. A new musical, *Free for All*, is new for a try-out as well as a revival of *Pat Jones*.

Burlesque

By UNO

MARION LEE, of the Hudson, Union City, stock group, is in French Hospital recovering from an appendectomy. . . . Johnny Barry, comic, ill in a Rochester hospital. . . . Frank Que, tapster, is a new extra attraction on Hirst wheel. . . . I. B. Hamp, comic, and Al Baker, straight man, signed with a hat maker for all future scenes. . . . Ernie Peters, back in civvies after three years of battle action and later connected with the mechanical staff of opera houses in Weilsbaiden and Stuttgart, has been reinstated assistant electrician at Hudson, Union City. Jack Reid, former comic and burly show owner, is doubling out front between the Garrick and Municipal Opera House, St. Louis. . . . Muriel Asche girls held over at Johnny Kane's Embassy, Rochester. . . . Dave Cohn has set Irma Voegele and Bob Kelly, Old Rose, for a show. . . . Neil and Artie Lloyd at Tony Miccio's Jacques, Waterbury, Conn. Also Annette Allen for the Gayety, Montreal, April 14 week, with Hi-Way Casino, Fall River, Mass., to follow.

WILTON ZUCKER, recently out of the army and before that with Eltinge Bary, burly stock, is a partner with Art Lewis in the Gaiety, Norfolk, Va., and the Republic, Ocean View, near Norfolk. Zucker will manage both houses. Republic reopened for the summer with the usual burly stock and continues until Labor Day when the Gaiety resumes for the winter, continuing with Hirst Circuit shows. Phil Rosenberg is the booker. . . . Neil Travine, house singer, replaced Nicky Travine at Hudson, Union City. . . . Dickie Bernie, who toured with *Phis Is the Army* for three years. . . . E. featured comic on the Hirst Circuit opposite Jack LaMont and Danny Jacobs. . . . Hillman Brothers, recent dischargees, are a new dance team booked by Phil Rosenberg as extra attraction in Hirst shows. . . . Dieto Jean Adams, tapster. . . . Richard, six-year-old son of Leon Van Gelder, old leader at Hudson, Union City, made his debut as a pianist in a recent recital at Steinway Hall. . . . Midwest burly circuit includes houses in Toronto, Buffalo, Cincinnati, St. Louis, Kansas City and Detroit, all booked thru Milt Schuster in Chicago. . . . Abe Rose, comic, opened recent at the Picked in Buffalo. . . . Binder and Rosen's unit on the Hirst wheel.

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Vancouver Film Op Goes Flesh After 1G Fine

VANCOUVER, April 13.—Wartime Prices and Trade Board slapped a \$1,000 fine on the State Theater last week, thru the police court, because it was charging higher admissions than those sanctioned by the board. According to Hymie Singer, owner-op, the board at Ottawa was still considering his statement sent East by his auditors, showing he could not operate on the scale they demanded without going into the red, so were rather high-handed in tacking a fine on him.

With a cast and staff of 67 people and two feature pictures to pay for artistizing, lighting, heating and other incidentals, the WB, he said, expected him to run a 850-seat house on admissions of 25 cents for matinees and 40 cents for nights. After the fine, Singer closed the house for one day and opened the next day with an all-flesh show (burly revues) at admissions of \$0.75 cents for matinees and \$1 and \$1.50 for nights. "I have no jurisdiction over stage shows when no pictures are shown, hence Singer can thumb his nose at the board and give his competition, which he claims was responsible for proving the board to take action in his case, a Bronx cheer."

Subdued Hurok to Music Ballet Preem Still Sock B.O.

NEW YORK, April 13.—Ballet Theater, under the Spil Hurok banner, bowed in the spring season at the Met with considerable success, more than usual. Opening night, Sunday (7), however, had the earmarks of the preems of previous years—a gala start-off with the faithful hanging around the lobby for last-minute standing room.

Huroks got off to a good start and b. o. is healthy. Stay, which was to be limited to three weeks, has been extended an additional seven-day stanza, closing May 11. Only one addition has been made to the rep this season, *Pos De Deux*, patterned after Anatol Obukhoff and by Nicholas Therapine. Remainder of the favorites.

Balletreurs will suspend operations Saturday (13) for Holy Week, resuming Sunday (21). Mats are on week-ends, with admission spread from \$1.20 to \$3.60. Evening scale, \$1.20 to \$4.80.

BRIDGEPORT, Conn., April 13.—Ballet Russe De Monte Carlo, playing one performance at set-ups, has been operated Klein Memorial here Saturday (6), grossed a good \$3,600. House, a 1,480-seater, was scaled for a \$3 top.

Mini. Curfew Law Challenged

ST. PAUL, April 13.—Minnesota law banning serving of set-ups between midnight and 8 a.m. was challenged as "unreasonable" in Ramsey District Court here by Thomas McMeekin, attorney. Appearing in behalf of Peter Colas, tavern owner, accused of violating State law, McMeekin argued that the law not only prevented serving of set-ups but also of water during the early-morning hours. He claimed in his demurrer that the statute puts the burden of proving innocence on the defendant who is charged with burden of proof on the State. Judge Albin S. Pearson took the action under advisement.

Magie

By Bill Sachs

JAY PALMER AND DOREEN, back in New York after an extended European jaunt for USO, leave in a fortnight for South America, via Bermuda, on another trek for USO, this time for four months. . . . Bob Nelson, of Nelson Enterprises, Columbus, O., is due back at his magical plant this week after a several weeks' sojourn in Florida. His new return is to be released with his return. . . . John Matthews is displaying his nifties at Geisz's Inn, Detroit East Side spot. . . . Harry Opel mentalist, he's still he's running around Toledo way, and he still manages to ring in an occasional show in the territory. To dispel our Blue Monday blues, Opel leads along a new poem entitled *The Wife*. . . . L. E. (Roba) Collins posts from Birmingham that he's now with Joe Darpel's Side Show in New Orleans. . . . Shamus, doing emcee, magic, vent and Punch. . . . The Clarks (Kalark and Nelenia) are current at the Royal Lounge, Foxboro, Mass., with their magic and mentalism. . . . Harding and Company closed their auditorium season Monday (15) at Albion, Ind. Troupe, made up of George H. Hubler (Hardin), Robert Mason, Bob Kilgore and the Balat Twins, with J. C. Admire on advance, opened the season at Dayton, O., September 15 last and has been played thru Ohio, Indiana, Missouri, Oklahoma, Texas, Louisiana, Mississippi, Alabama, Tennessee and Kentucky, presenting a two-hour stint under auspices. . . . C. Green, of the *Calgary Herald*, Calgary, Alta., as the subject of a human interest yarn on the occasion of his 68th birthday, has been out on many of his experiences during his 68 years in show business. Green is still active in the Canadian territory with his half-evening show. . . . An advertisement in the *International Brotherhood of Magicians*, at a recent meeting in Cincinnati, elected John Braun, Cincinnati, national president. . . . Sir Edwald hold down that post in addition to his duties as editor of the org's monthly mag, *The Linking Ring*. Present at the Cincy meet were Gene Bernstein, Chicago; Jim McLemore, Indianapolis; Howard Chernoff, West Virginia; Bob Weill, Buffalo, and Stewart Judah and John Brown, Cincinnati.

AL SAAL, Toledo trixster, breaks a long silence to say that for the last four years he has been confining his activities to spot bookings in the Toledo and Detroit areas. During the last four years he has shown frequently at the Detroit Masonic Temple, and has four more shows to go there this month. . . . Sir Edwald, of Indianapolis, Providence, Lucille and Eddie Roberts are exhibiting their magic and mental dexterity at Hotel Bradford, Boston, on a three-week stint. Monk Watson made a quick hop into Cincinnati recently for a look-in at the Blackstone and a visit with the ailing John Snyder Jr., then right out to resume his comedy as the Casbie magician. He has just landed a new route thru Texas, where he will sell the virtues of Casbie at meetings, and arrange and service station men in his own initial way. He expects to bump into a lot of the boys who attended the half-century celebration in Tex., during the war, when Monk was the morale builder there. . . . Sir Edwald is working his mental and magic turns at sales representative meetings for the Goodyear Rubber Company thru Indiana and Illinois. Deal was set thru the H. K. Burton Entertainment Exchange, Chicago.

Bill Crawford typewrites from Miami to tell of catching Rajah's Cavalcade of Mysteries recently and

Quebec Plug Combo To Sell Province

MONTREAL, April 13.—Quebec provincial government has created a new all-inclusive "provincial publicity service" which will unite in a single body such separate set-ups as the censorship board, tourist bureau, Radio-Quebec and entertainment in general.

Pressing for the adoption of this measure by the provincial premier, Maurice Duplessis declared that such a service "is the logical means to combat subversive propaganda against French-Canadian Quebec and its traditions and true history, as well as to combat Communist tendencies evident in certain federal films and publicity."

A Net Is Born

The director-general of the new body will have full control of all radio, moving pictures and other types of publicizing in the Province of Quebec. Of particular interest is the inclusion of radio in the new set-up, since a bill has already been approved by the provincial house permitting the provincial government to establish a provincial radio network to be known as "Radio-Quebec," and to function simultaneously with private stations of the Canadian Broadcasting Corporation.

Bard's Memorial Co. U.S.-Can. Tour

MONTREAL, April 13.—Coincident with the announcement that Britain's famed Old Vic Company of players is to visit New York this spring for a short season, come news that the acting company of the Shakespeare Memorial Theater at Stratford-on-Avon, due to merge with the Old Vic party, will visit Canada for a special tour starting here in October. This will be followed by a tour of the U. S.

The new outfit is in charge of Sir Barry Jackson. He has revamped the troupe by discharging all the old company on the grounds that they were "Shakespeare machines" and has created a completely new outfit. Frank MacMillan, of the Yale University School of Drama, has been called in to stage the production *Measure for Measure*, and Peter Brook, a 20-year-old Oxford University student, will handle *Love's Labor Lost*. Company will perform in addition to the plays mentioned, *The Tempest*, *Cymbeline*, *Henry V*, *Macbeth*, *As You Like It* and *Dr. Faustus*, by Christopher Marlowe.

finding it a well-dressed, well-presented mystery revue, distinctly different from the usual run-of-the-mine stuff.

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BACKLIT LITERATURE

Ray W. Rogers, Vet Circus Man, Passes in S. C.

YORK, S. C., April 13.—Ray W. Rogers, 59, retired circus owner whose career reads like a Horatio Alger story, died early this morning at his home here.

For more than two years he had suffered from a serious heart condition, further complicated last October by cerebral hemorrhage.

Born in a small Vermont town near the Canadian border, he attended schools there and later in Canada. For several years he operated carnivals and other show enterprises in the Maritime Provinces, with headquarters at Halifax.

About 20 years ago in partnership with William Hamilton he launched the Barnett Bros. Circus. For two years the show toured Canada exclusively, then came into the United States in 1929. He bought property and opened winter quarters in York and gained recognition as a local leader in civic, business and fraternal matters.

In the '30s the Barnett show experienced varying degrees of success. Despite vicissitudes, he ended his career in excellent financial circumstances. Three years ago he bought a home in Rock Hill, which was a howlupland for that station. Rogers purchased the Wallace Bros. Circus in 1936 and it continued to tour annually thru 1944.

When Rogers retired in 1942 he refused many offers for his show, and turned it over to his employees and let them operate it on a profit-sharing basis. The property was acquired by Clyde Beatty in a deal closed in January, 1945.

Rogers was stricken after signing a contract to produce a circus in Mexico City in December, 1944. He made two trips by plane to personally supervise the show.

The courageous fight to overcome his failing health amazed physicians, who long ago had termed his condition hopeless.

In addition to his show enterprises, Rogers was fond of farming. He operated a large turkey farm near York. Funeral services were tentatively arranged for York Monday afternoon (15), with Masonic honors; burial to follow in York Cemetery.

Survivors include his wife, Mrs. Rogers; three daughters, Norma, Helene and Constance; one son, Walter, all in circus business; two foster sons, Baron Nowak, midgey pen owner, and Joseph Nowak, now in the army.

Herman Linder, President Of Alta, Sask., Stampedes

CALGARY, Alta., April 13.—Herman Linder, Cardston, was named president of the Alberta and Saskatchewan Stampedes Managers' Association at the annual meeting here. Vice-presidents are Irving Hanson, Swift Current, Sask., and Dick Coe, Regina, Sask. Alta. J. Charles Yule is honorary secretary. Linder is a former North American champion all-around cowboy.

Tentative dates for 45 stampedes in the two provinces were set, subject to confirmation by local associations. An effort will be made to avoid overlapping of dates so that keen competition can be guaranteed.

N-Not G-Guilty

EL CENTRO, Calif., April 13.—There's a time and place for everything, but Irving Mockey, of the Clyde Beatty Circus, doesn't think his recent "joust" with an immigration authority comes under that heading.

Seems Mockey, along with other members of the show, recently took a trip to Mexicali, Mex. On his return, Mockey was asked his nationality at the border. Because he stutters, it took him about five minutes to get it out. The immigration official took it as a rib and refused to let Mockey back.

Fortunately, Henry Kyes happened along and explained the situation to the official. The officer, altho not fully convinced, allowed Mockey to cross the border with the admonishment "Next time don't drink more than you can handle."

Mockey didn't have time to explain he had only one bottle of plain coke.

Capacity Houses At King Bros.' Bow

HARTFORD KY., April 13.—Two capacity audiences greeted King Bros.' Circus at its opening here Friday (12). Ideal weather drew thousands who packed the big top at matinee and night performances. Public schools in the city and county were dismissed. It was the first big circus to exhibit here in years and visitors were on hand from far and near.

Performance moved smoothly and drew highly favorable comment. Among the features were the Christian Troupe; the Three Hericks, wire walkers; Coriell Troupe, six people in an acrobatic act and novelties; Albert Powell Troupe; the Schooners, Australian wall crackers; Betty Biller, aerialist; Forrest Troupe; Willie Clark, and clowns including George Wenzel, Boxo Ward, Fred Adair, Lon Williams, Joe Bellamy and Frank Hunter. The big show was in charge of Lee Hinkley, bandmaster.

The Side Show, with its huge display of double-decked banners, attracted wide attention. L. D. (Doc) Hall was in charge. The Side Show band was under Sparkplug Goodman.

Hamid-Morton Tops Washington Record

WASHINGTON, April 13.—With Mrs. Bess Truman, wife of the President, and members of her Tuesday Bridge Club from Independence, Mo., in attendance Thursday (11), Hamid-Morton established a new record for indoor circuses here, showing for the Shrine.

Three performances were necessary to handle Friday's biz, and Bob Morton reported the flow of cash as "staggering."

Marjorie Baker, 20, an aerialist, was clawed by Fritz, a trained bear, during the performance Tuesday (9), requiring hospitalization. Elmo S. Springmann, naval gun factory mechanic, and a member of the Shrine committee, was credited with saving Morton's reputation by jumping when he attacked the bear with his fists.

Big Cut in Pop, Beer, Buns, Candy, Cups, Napkins Looms

More and bigger spenders at outdoor doings would produce record biz for concessions if it weren't for shortages, ops maintain

KANSAS CITY, Mo., April 13.—Shortages of practically everything in the way of eats and drinks for concessions will prevent this year from going down in history as the biggest of all time for concessions of that type at outdoor events throught the nation. Shortages aside, grosses from concessions would zoom to new all-time highs, it is generally conceded, because of the vastly increased number of spenders—and bigger spenders at that—all eager to have a good time. But the shortages, which were severe last year, will be stronger this year, and customers at many outdoor doings are not expected to get anywhere near what they would buy if the eats and drinks were available. George Bush and C. G. (Chan) Laube of this city, who operates scores of concessions under the firm name of Bush & Laube, this week gave *The Billboard* a preview of what lies ahead for grandstand concessionaires.

Williams Sets Stars in N. Y.

NEW YORK, April 13.—James T. Williams announced today that he has signed to produce a New York edition of the *Cavalcade of Stars* show, which has been an outstanding indoor event in Chicago the past two years.

The New York show has been scheduled for Madison Square Garden, September 23, Williams said. It will be staged under auspices of the Disabled American Veterans.

Williams will move his staff here following the Buffalo *Cavalcade of Stars* promotion May 8.

Fire Destroys Circus Equipment, Building

CALIFORNIA, Mo., April 13.—The Art Hall on the Monticou County Fairgrounds here, plus \$4,000 worth of equipment of the Monroe Bros. Circus, which was stored in the building, was destroyed by fire about midnight, Tuesday (9). Loss of the hall, which was not insured, was estimated at \$2,000. Half the loss on the circus equipment was covered, said Ted J. Ackeman, owner of the show, said.

Origin of the fire is unknown, but when firemen reached the grounds, the building was beyond saving. The fire was discovered by Jerome Weingartner and Henry Hackman.

The circus big top and animal tent, which had been recently purchased, and 14 sections of circus seats, electric wiring and 2,000 feet of new Manila rope were destroyed.

This was the second time the Art Hall burned in 35 years. The first fire, which occupied the same site, was struck by lightning in 1911 and burned to the ground.

J. C. Admire Rejoins King

HARTFORD, Ky., April 13.—J. C. Admire, who trouped with Floyd and Howard King when they had their own road shows, has rejoined King Bros. Circus to handle press tie-ups and promotions. Admire recently closed an eight-month season with Hardini, the magician.

Sparks To Play Fairmount

FAIRMOUNT, W. Va., April 13.—Sparks Circus obtained a permit to show here May 10. Bailey Bros. will play Fairmount, W. Va., April 21, with Sparks following on May 8 and Cole Bros. on May 16.

They Should Know

And Bush & Laube should know. They claim to operate "wherever the crowds gather" and their list of concessions supports the claim. They handle fairs, circuses, amusement parks, ball parks, rodeos—as a matter of fact, "everything but concessions in theaters and on boats," as Bush puts it. And Bush & Laube foresee big shortages and are taking them into account in their plans.

Here are the shortages which, according to Bush & Laube, will be a factor in the first name of Bush & Laube, this week gave *The Billboard* a preview of what lies ahead for grandstand concessionaires.

Ernestine Clarke Weds in New York

NEW YORK, April 13.—Ernestine Clarke, descendant of well-known circus families, including the Clarkes and the Hanfords, was married to Parley Bae, program manager of Station KSL, Salt Lake City, in the Little Church Around the Corner Tuesday (9). Bride is a feature rider with Giustino Loyola's new act and a member of the Flying Clark-sons with the Ringling-Barnum circus. Her mother, also with the circus, is Mrs. Elizabeth Hanford Clarke, sister of Poodles Hanford. Her father was Ernie Clarke, aerialist.

Bride was given away by Dr. H. H. Conley, prominent CFA member from Park Ridge, Ill. Maid of honor was Tobey De Koch and the bridesmaids were Donna Cameron and Irma Pushnik. Of the Big One, Udes were Willie Krause and Dick Anderson, partners of the bride in the flying act.

Attending were Robert Ringling, Mrs. Charles Ringling, Pat Valdo; Nelly Breene, vet circus artist; many Ringling performers and CFA members. William H. Day, comptroller of New Britain, Conn., and Madeleine Parks.

WANTED

MAGICIAN, INSIDE LECTURER

for DAILEY BROS.' CIRCUS

Don MacIver, Chas. Rouke, Ralph Redden, wire MILT ROBBINS, Gonzales, Texas.

One of Three European Acts In Biggie Bow

Arriolas, Therons Absent

NEW YORK, April 13.—Launching the first post-war season at Madison Square Garden, Thursday (4), Ringling Bros. and Barnum & Bailey Circus eased away from its enforced wartime policy of sticking exclusively to domestic talent, presenting one European act with two others set to join before conclusion of the run here.

Big Show brought Los Arriolas, trampoline, from Spain; the Eriksons, hand balancers, from Sweden, and the Therons, cyclists, from Belgium. Only the Eriksons worked the opener. Los Arriolas are standing (See 1 of 3 European Acts on page 66)

Couls, Greiner Pick Up Show Equipment for Webster Bros.

DETROIT, April 13.—R. W. Couls and Fred Greiner, the latter of the Greiner and Russell troupe, have returned here from Canton, O., where they picked up Tinker Toy, trained pony; a callopie and other pieces of show property for Webster Bros. Circus.

En route they stopped off and visited with Jack and Jake Mills, took a look at the Mills show and declared it ready for the road.

Wichita Notes

WICHITA, Kan., April 13.—Buzzy Potts will be producing clown on the Al G. Kelly and Miller Circus following here. He will have Ed Joeys, Brodie back into Dailey Bros. quarters from Memphis with new two-unit 90-kw. Diesel light plant. . . Miller Family, of Springfield, Mo., will be with the Bell Bros. out of Geneva, Neb.

Buster Bernard is returning home after 18 months with a USO unit touring France, Belgium and Germany. His wife, Mary Ann Bernard, will meet him in San Francisco. Jimmy Armstrong and Buzzy Potts were overnight guests at the Harrisons.—BETTY LEONARD.

Disch Retains Cudaly Post

CUDAHY, Wis., April 13.—Jake Disch, who divides his time between being Officer Corrigan, clown cop, and dean of the common council here, was the only member of the city government to retain his seat following recent elections. Disch has continued his clown appearances throughout his six years as a member of the council without missing a meeting. Local paper, *The Enterprise*, was solitely behind him.

Set Three Rodeos in Alberta

LETHBRIDGE, Alta., April 13.—Three Alberta rodeo dates have been set by the Rodeo Association of America. Raymond Stampede will be held July 1-2, Calgary Stampede, July 1-3, and Cardston Rodeo, July 17-18. Rodeos will also be held at Red Deer and MacLeod but dates have not been set.

Schumanns Tour Sweden

COPENHAGEN, Denmark, April 13.—Ernest and Oscar Schumann are taking their circus to Sweden for a two-month tour this spring, after which they will return to Denmark for a summer run at the Circus Schumann, indoor arena, in Copenhagen.



THE DIRECTING HEADS OF the Clyde Bros.' Police Circus staged at Hutchinson, Kan., March 20-23. Left to right (seated): Howard W. Suesz, unit's owner-manager, and Chief Raymond W. Hensley, of the Hutchinson Police Department. Standing: Ted Edlin, promotional director, and Lieut. Bob Bruce, general chairman of the circus committee.

R-B Votes \$200,000 For Fire Victims

NEW YORK, April 13.—Directors of Ringling Bros. and Barnum & Bailey Circus, at their annual meeting here, voted Wednesday (10) to make an immediate addition payment of \$200,000 to Receiver Edward S. Rogin, Hartford, Conn., for the benefit of victims of the Hartford circus fire July 6, 1944. Check, making more than a million dollars in cash assets available for claims, was granted, although it is not required under the arbitration agreement until the annual audit has been made.

Funds will be used to make initial payment to the estates of 168 dead and hundreds of casualties, subject to Superior Court approval. Immediate date of victims was stressed by Joseph E. Cooney and Julius B. Schatz, representing the Hartford County Bar Committee guarding the interests of fire victims. They stated that many of the injured are destitute and have heavy medical expenses to meet.

No date has been set for the completion of this year's audit pending the submission of bills on outstanding obligations.

Jerome Medrano Regains Control of Paris Spot

PARIS, France, April 13.—Jerome Medrano, pre-war owner and operator of the Cirque Medrano (indoor), is once again in charge of the spot founded by his father and almost continuously in Medrano hands until World War II when it was taken over by the Bouglione Family, operators of the Cirque d'Hiver, largest of the Paris indoor circuses.

Medrano is back in civvies after serving five years with the Free French and American air forces. Circus is being booked by the Albert Tavel office here.

Stensvad Resigns as Head Of CHS; VanMatre Moves Up

NORTH PLATTE, Neb., April 13.—The late E. Stensvad, resigned as president of the Circus Historical Society, and has been succeeded to office by John Van Matre, vice-president.

Stensvad declared that the increased pressure of his personal business makes it impossible for him to devote the time necessary to handling official tasks for CHS, but that he will continue as an active circus fan.

Montgomery Bull Balks at Travel

EL MONTE, Calif., April 13.—The elephant that was to tour with the C. R. Montgomery Wild Animal Circus is still here. She did not choose to run the route in 1946.

When the show moved out of here for Uplands, the elephant was put on a truck that was too flimsy to carry her. Preferring better transportation, the animal beat the truck body to pieces. She returned to her stall. Both elephant and truck are still here.

Coleman Readies Clark For 60th Annual Tour

DAYTON, O., April 13.—E. E. Coleman organized the M. L. Clark & Sons Circus, which will open its 60th annual tour in Arkansas April 20. Truck and equipment was overhauled last fall, Coleman said, adding that "everything will be repainted before the opening."

More acts will be carried than last year, Coleman declared. Eight more girls than in '45 and a producer will be carried, with the girls being used in four or five different acts besides ballying on side show, he added.

Two Full Houses Greet Sparks at Ocala, Fla.

OCALA, Fla., April 13.—First circus to show here in the spring, Sparks show played to two full houses Wednesday (3). Ocala outdrew Kissimmee, Fla., which had two strong houses March 30. Weather at both spots was ideal.

Mills Leads Circus Org

LONDON, April 13.—Bernard N. Mills, of the Mills Circus, was elected chairman of the Association of Circus Proprietors of Great Britain at the annual meeting held this month. Maj. J. Russell Pickering continues as secretary, and Ronald R. Pickering was reappointed auditor.

New Stands for Cardston

CARDSTON, Alta., April 13.—Subscriptions of \$13,000 have been raised by the Cardston Rodeo Association for new grandstands at the rodeo grounds. Stand will seat 2,000 and bleachers 1,200.

Rogin To Begin Hartford Fire Payments Soon

HARTFORD, Conn., April 13.—Not quite two years after the disastrous circus fire here, July 6, 1944, first dividends on claims growing out of the conflagration will begin going out to relatives of the 168 dead and the 682 survivors of the tragedy.

Edward S. Rogin, receiver for the Ringling Bros. and Barnum & Bailey Combined Shows, Inc., announced that initial payments will start as quickly as the remaining damage suits are arbitrated.

The receiver said that 458 awards have been approved to date, the 150 death claims totaling \$1,384,550.85 and the 308 injury cases accounting for \$1,844,924.81. To this \$3,229,475.69 total will be added an estimated \$500,000 in settling the 85 remaining claims.

Rogin said that he now has \$807,920 to begin payments. He expects to receive an additional \$200,000 and perhaps more within two weeks following a meeting of the circus board of directors. Lloyds of London, with which the show carried catastrophe insurance in the amount of \$500,000, is expected to reimburse the receiver when dividends to that amount have been paid.

Action by the U. S. Government in permitting a roll-back payment of possibly \$312,000, representing payment of taxes in 1942 and 1943, together with an additional \$10,000 roll-back, will be paid in 1946. The government will further add to the reserve. The government has ruled in favor of the roll-back on grounds that claims to be paid may be classified as operating expenses.

Sleepy Hollow Operators Enlarging Rodeo Ring

PHILADELPHIA, April 13.—Elmer and Pete Newman, who will open the Sleepy Hollow Ranch, Pennsylvania, Pa., for the seventh season May 5, will increase space in their outdoor rodeo ring. Arena will be enlarged from its present length of 150 feet to 225 feet. This will provide 2,200 more seats. Capacity now is 2,200.

In conjunction with the Sleepy Hollow March and Sunday shows, the brothers plan a series of three rodeos. Dates are May 30, July 4 and September 2.

In addition to the ranch, the brothers conduct the Sleepy Hollow Ranch Gang program over WFIL daily at noon, with a special Saturday night show aired before a visual audience that pays a buck top.

Douglas Co., Ore., Posse Skeds Rodeo, Horse Show

ROSEBURG, Ore., April 13.—Second rodeo and horse show by Douglas County Sheriff's Posse, headed by Sheriff Bud Carter, will be staged here at the Douglas County Fair and Rodeo grounds June 22-23. Stock will be provided by Christensen Bros. Cash prizes each day will be \$1,000. Parade, band concerts and other special events will be held. New grandstand seats 8,000.

Acie Boy Dies on Coast

LOS ANGELES, April 13.—Acie Boy, the 28-year-old horse ridden on the Al G. Barnes Circus for five seasons by Doris Cleveland, and later purchased by her father, a riding academy here, died recently at Lennox, near here. Acie Boy, trained by Mark Smith and groomed by Bill (Freckles) Smith, was buried in the Pet Cemetery near Calabasas.

WORLD FAIR SHOWS

Goodman Bow In Arkansas

Banner midway unfurled in 10-day shov-off on new lot in Little Rock

LITTLE ROCK, April 13.—Max Goodman's Wonder Shows of America shov-off on their '46 trek under hot skies here Friday (5), breaking in a new lot on Asher Avenue at the city's western edge. First four days caught patrons in a spending mood.

New lot belongs to Goodman, he having bought the tract when Fair Park, long the Wonder org's winter base, became unavailable. It cost a chunk to grade and fill the lot, but with an estimated 28,000 swarming thru the free gate in four days the gamble appears to be paying rich dividends.

Shows made a sparkling appearance although several of the new fronts were not completed. Concessions and attractions are practically new. Play was evenly divided, front and back, with rides getting hours of capacity trips.

Concession Manager George Golden created an extremely narrow front end. Hard-to-get items were apparently plentiful in the stores. Typewriters, cameras, radios, movie projectors, real leather luggage, tires and even nylons were on display.

Raynell, framed two sit-down shows, Texas on Broadway, hillbilly revue, and Gay Parade, under direction of Calvert Brizendine. Both were well patronized. Jimmy Hurd, with an unusually strong line-up of acts, scored with his circus-style Side Show and Sammy Lowry's Motor (Goodman Little Rock Bow, page 62)

Wallace Combo Doing Sock Bizz

ST. LOUIS, April 13.—Wallace Bros. Shows, which opened at Jackson, Miss., last month have enjoyed large big weeks of business. Opening week was far ahead of last year at Jackson, Miss., while in Jackson, Tenn., March 30, shows had 10,658 paid admissions, breaking all previous records for the shows at any spring date. At Columbia, Tenn., shows again hit the bell with 12,000 paid admissions, Saturday (6), at 15 cents per head.

Shows are considerably larger than last year carrying two Ferris Wheels, Tilt-a-Whirl, Merry-Go-Round, Chairplane, Octopus, Kiddie Rides and Autos and Kid Ferris Wheel. Devery on the new Spitfire is promoted for May. Line-up of shows includes Fuh-uue, Big Snake, Stella Show, Menetrel Show, Girl Revue, Monkey Show and Jambou Show.

Executive staff includes E. E. Farwell, manager; Margaret Miller, secretary; H. Dale Smith, general agent; C. Q. Trapp, banners and billposts; Glenn Osborne, legal adviser; Ross Crawford, lot superintendent; Earl Riecken, master mechanic; James Wood, rule superintendent; Robert Tappan, show promoter; L. S. Miller, mail man and T. B. Board, sales agent. Tappan and Board are working on new panel fronts.

Crafts Back in Cal. After Big Ariz. Run

SAN BERNARDINO, Calif., April 13.—Re-entering California after five successful weeks in Arizona, Crafts 20 Big Shows opened here Wednesday (10) to record-breaking crowds for the initial night of a 10-day stand.

Adding a new Caterpillar ride, recently delivered by the manufacturer, the show now boasts 12 rides and 11 shows, while 16 neon-illuminated light towers are on the midway.

Owner O. N. Crafts has made several recent business trips through Western States in his newly acquired twin-engine, all-metal Beechcraft airplane, which he pilots himself. Crafts is licensed to fly single, twin and four-engine aircraft, in addition to commercial permits. Mrs. Crafts has been vacationing in lower California and Mexico, but expects to resign soon.

Eastern Shows Get Under Way; Buck Hits Snow

NEW YORK, April 13.—Large number of carnivals in the New England-New Jersey sector are set to get under way within the next two weeks. O. C. Buck Shows were first under the wire, opening in Foughkeeps, N. Y., Thursday (11) with snow blanketing the lot just prior to opening day.

Shows set for April openings in this area are: Bistay Greater, Newark, N. J., April 13-20; I. & T., Astoria, L. I., April 13; Ross Manning, Peekskill, N. Y., 17-20; B. & V., Garfield, N. J., 18-26; Hellera Acme, East Paterson, N. J., 18-26; Playtime, Manchester, N. H., 18-27; Triangle, Uniontown, Pa., 20; Caravella, New Castle, Pa., 20; Sam Tassell, Lakewood, N. J., 22; United Amusement, East Providence, R. I., 22; Coleman Bros., Middletown, Conn., 25; Bay State, Newton, Mass., 26; Penn Premier, Peekskill, N. Y., 26; Banner, near Boston, 27.

Ruback Lines Up Lone Star Annals

ST. LOUIS, April 13.—Jack Ruback, owner Alamo Exposition Shows, has signed a contract to play the Texas Forest Festival at Lufkin, Tex., October 7-12. Contract was signed for the festival by W. R. Beaumier.

Ruback also holds contracts for annuals at Denton, Center and Liberty, Texas. Shows will also play Dodge City (Kan.), Fair, Anthony (Kan.), Fair and Race Meet, and Duncan (Okla.) Fair.

NSA's Spring Bow-Out

NEW YORK, April 13.—Final meeting of the season of the National Showmen's Association was held in the clubrooms, Wednesday night (10) with Vice-President Joe McKee in the chair. Largely a bouquet-tossing session, with most of those present called on to take bows. Optimistic atmosphere, inspired by favorable reports coming in from shows about out and from concession men in parks and resorts operating week-ends.

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Jeff Griffin joined recently with his Hollywood Moulin Rouge girl-show troupe which includes several night club and theater acts. Griffin married last Lee, who operates the Crafts' Scandale show, at Phoenix, Ariz., Sunday (7).

Recent visitors included John Mullins, Tulsa park operator who recently acquired a similar Phoenix enterprise; Ray Haffner, Ryan, and showman and promoter Bert Britt, Long Beach ride operator, and Jack Updike, California concessionaire.

Mrs. Ruth McMahon, concessionaire, returned last week after several weeks hospitalization and recovery from a recent major operation. Frank (Polack) Kitchner, veteran crane mechanic, recently returned from the U. S. Army, where he is instructed in a mechanic's school for officers.

Mrs. Clyde Gooding, wife of the operator of the Crafts shows, joined (See Crafts in Cal., on page 62)

Gooding Debut Clicks; No. 2 Unit Bow Set

COLUMBUS, O., April 13.—Floyd E. Gooding, general manager of F. E. Gooding Amusement Company, which opened the season at Parkers Avenue here Monday (8) to good business, said this week that his No. 2 unit, American Exposition Shows, will crack the lid at Springfield, O., April 19. Shows are set for a nine-day inaugural stand. Gooding opened two additional units here Wednesday (10) and despite cold weather both enjoyed good play.

Company's sixth unit goes into action April 29 at Cleveland and Starr avenues here. Organization has been awarded the bid to provide the rides in an appearance in the annual Old Home Week Celebration on the main streets in Pursuettown, Pa., July 1-8. Gooding said that the company last week added the midway contract for the Firemen's Street Fair in Meekesport, Pa., July 15-20. Shows will be the first carnival attraction to put in an appearance in Meekesport in over 10 years, he said.

Company also has been awarded contracts to provide midway at Jackson, Miss., April Festival, September 18-21, and the G. I. Celebration to be held in Salineville, O.

Ward Debuts At Atlanta

Well flashed 31-car outfit opens to brisk biz despite rap by weatherman

ATLANTA, April 13.—Inclement weather marred the season's debut of John R. Ward's World Fair Shows here Tuesday (9), but despite the elements business was brisk and it picked up daily. Shows played the Hapeville lot, opposite the airport.

This year the World's Fair Shows emerged as a railroad org, boasting 31 cars. Everything was freshly painted and show presented a good appearance.

Shows include Circus Side Show; Follies Revue, girl play; Front-Page People, Bronze Vanities, colored revue; the time-honored Bug House, Daughters of Sin, a 1946 novelty; Nut House, Monkey Circus, Lion Motordrome, an artistic Posing Show, and a Snake and Animal Show.

Rides include the new Fly-o-Plane, Di-a-Bomber, Rocket, Caterpillar, Rolloplane, Tilt-a-Whirl, Whip, Three-Abreast Merry-Go-Round, twin Ferris Wheels, Octopus and pony and Kiddie Automobile Ride.

Front gate is elaborate with many colored lights and the midway is illuminated by huge light towers, with current from show's own light plant.

SLA Legion Picks Owens To Command

CHICAGO, April 13.—Charles Owens was elected president commander of the Al Sopenar-Showmen's League of American Post No. 1008 at the initial meeting of the new organization in the clubrooms here Saturday (30).

Owens, in accepting, expressed appreciation in behalf of fellow legionnaires for the manner in which the SLA treated servicemen members, and particularly paid tribute to Floyd E. Gooding, originator of the Mastering-Out Fund; Bill Carsky, chairman of the Soldier and Sailor Gift Package Committee, and to M. J. Doolan, Mike Wright, Carl J. Sedmay and members of the 101 Club.

Other past officers elected were Louis Keller, vice commander; Walter B. Featherston, finance officer; Bernie Mendelson, adjutant; Sam Arenz, sergeant at arms; John P. Wolf, historian, and Lawrence O'Keefe, chaplain. Members attending contributed \$100, which was turned over to the treasurer.

Charter members include Nate Lewis, David Golden, Fred B. Steinberg, Louis Keller, Walter B. Featherston, John P. Wolf, Wolfe M. Rosenstein, Charles Owens, Bernie Mendelson, Ray Oaks, Henry S. McKee, Roy, Francis Woods and Max Friedman.

Temporary charter will be open 90 days, during which period all who join will be counted charter members. League has granted the new organization privileges to use the clubrooms for regular meetings. Edward Sopenar, for whom the post is named, will donate gifts, stationery and general supplies.

Strates Gets Publicity on NBC Hookup

Scores Heavily in Wash.

WASHINGTON, April 13.—Getting away to a good start opening day (4) with more than 11,000 paid admissions, the James E. Strates Shows tipped it up here, with Saturday (6) pulling with 22,000 paid and followed Sunday (7) with 19,000.

Show enjoyed top publicity, featured by a 15-minute coast-to-coast broadcast Tuesday (9) by Robert St. John, commentator on NBC. St. John dealt with the show's fire at Mullins, S. C., and the spectacular rebirth of the show. Program was developed and developed by C. W. (Chick) Franklin, in charge of promotion.

Executive staff includes James E. Strates, general manager; William C. Fleming, general agent; Dick O'Brien, assistant manager; Harry Parker, business manager; Harry Logan, special agent; Nick Bozinas, treasurer; Percy Moresco, secretary; Frank Zaccorilli, auditor; Keith Buckingham, purchasing agent; R. W. McCrae, publicity; Mike Olson, trainmaster; James Yotos, building chief; Eddie Rhodes, ride superintendent; Eddie Seamon, chief electrician; Bill Leon, front gate; Leslie N. Thomas, billposter; Earl Truax, lot superintendent; and Mrs. Percy Moresco, mail and The Billboard agent.

Shan Bros. Is New Title

For Wilcox's 1946 Combo

NASHVILLE, April 13.—Shan Wilcox, owner-manager of Playland Shows, has changed the shows title to Shan Bros.' Shows. Founded under the Playland title seven years ago when the shows carried three rides and a few concessions, Wilcox's org has grown to a 12-ride and 7-show outfit.

Title change was made to avoid confusion with show names similar to Playland.

NOE, COME HOME

All Is Forgiven

F. M. KITTY KELLY
Care ZACHINI SHOWS
Moultrie, Ga.

RIDE HELP WANTED

Persons for Caterpillar, Ford, and all other Bids. No. 800. Buffalo, N. Y.

GRIFPER AMUSEMENT CO.

Jacksonville Beach, Fla.

BUFFALO SHOWS

Want Persons for Wheel and Chair Plans, also want persons for Buffalo Shows. Reasonable price. Will sell N. 1/2 section on Potomac, Clinton, Md. No. 800. Buffalo, N. Y.

SECOND-HAND SHOW PROPERTY FOR SALE
Want Persons for Wheel and Chair Plans, also want persons for Buffalo Shows. Reasonable price. Will sell N. 1/2 section on Potomac, Clinton, Md. No. 800. Buffalo, N. Y.

WELL'S CURIOSITY SHOP
12 Strawberry Street Philadelphia 6, Pa.

WANT

FOR 40th ANNIVERSARY 44th CELEBRATION
3 or 4 Rides, Shows, Cook House and other Concessions. Write
O. E. THOMPSON, Portia, Ark.

BALLYHOO BROS.' CIRCULATING EXPO

A Century of Profit Show

By Starr De Balle

Dear Pat:

You know how a showman feels when stranded on a flooded lot. That's the way we feel out here on the Atlantic Ocean. On flooded lots we gather at cockhouse and plan things which would make us recognized as seasoned showmen. Planning the future is more enjoyable than draining a lot. We've lived out here on this flooded lot for 10 days. There isn't a chance of draining the Atlantic into the Pacific Ocean thru the Panama Canal or we would have done so. Regardless of how lowly one's position is with a show, it is considered an unforgivable sin for one showman to take another for a townner. We like to shout our profession to the high heavens. After three days of planning and voting, it was decided every trouper, whether in good or bad standing, had to add the "bad," because when you're in good on one show you're always in bad on another, shall be awarded a sleeve stripe for every year of trouping. That will do away with the method of looking to see if one's heels are run over to determine whether he is a showman.

How can we have indignantly leaved over a concession counter, when called in, and asked, "How long have you been in the biz, Bud? Do I look like a rank sucker? I'm with it." Conspicuous service is required to do away with such insults. Often the concessionaire isn't to blame because our runner heels are too deep in mud to be seen. However, it was agreed to let agents call in first—seasoners or one-strippers as there is always a chance they haven't gotten hep yet, and when first-strippers the chance as they are new to the business saying, at dinner time, "Son, did you save any money while galavanting around the country this year? You didn't get your damn fork out of that largest baked potato."

Good conduct ribbons were voted out entirely. All promotions are to be made according to the number of stripes one has on his sleeve. That is for the protection of showmen. Who would want to follow a one-stripe general agent?

One stripe means one season and the guy would probably talk and act like a business man or a dean of a university, and regardless of a one-stripe education, the guy would be here. Here is the way the advancements will be made. After a canvasser has honorably earned his first stripe, he is advanced to a second stripe. His third stripe makes him a talker. His fourth moves him up to either a booth stomach demonstrator or a superintendent of a water sprayer, or as the midway's chief and savdus bandit. That is if he has proved himself hep enough to take a little cake.

When a five-stripe man, he becomes a live-agent in a concession, or if he is hep enough to put in the sacks strong enough for some guy he has been an assistant to, he takes over the show. From there, the show advancements come fast, one every year besides those won in G-tops, until you have enough of them to make a show. After winning his 50th stripe, he is then pensioned as a company mailman, stock tent checker or as the Lord of the Privy Seal, who reads the show's shed reds and takes two bites per week.

Stripe owners will be permitted to pick their own colors as long as they are loud enough to be seen at a distance. Women may wear either seal or mink. It was further decided that anyone found guilty of letting a townner wear his stripe-carrying

coat, especially if the townner belittled the biz by passing himself off as a showman, the coat owner is to be fined one stripe for each offense, which would make his chances of becoming a manager very slim.

MAJOR PRIVILEGE.

Highland Park Fat for Wade

DETROIT, April 13.—First Carnival date in 18 years in suburb of Highland Park proved a big success, according to W. G. Wade, owner of W. G. Wade Shows, which opened Friday (5), and will stay here thru Tuesday (15), then moves to West View Highway at Stair Avenue, here.

Frank Ruff joined the shows in Highland Park, with a Motorplane at Middle Ride, Gene Avery has the Octopus, and Harry Mamas has the Scooter, as well as the popcorn concession and a Sky Fighter installation. Beach plans to add a Laft-in-the-Dark when shows go on the road.

Fred and Harry Mamas have arrived and are painting and remodeling their joints. They will have the popcorn concession when the shows have their grand opening May 1, at Pontiac, Mich. Fred Miller has returned from Florida and is readying his cockhouse for opening.

W. G. Wade Jr., recently discharged from the navy, is with shows as superintendent. A new transformer wagon is being built, so that the shows can plug in directly to the power lines without having a special transformer hung for each lot.

Location here has drawn many visitors, including John Hennessey, Ed. John Quinn, Mrs. Carrie Den, Mrs. Jack Gallagher and Eddie Bennett.

Prell Org Opens at Richmond, Va.

RICHMOND, Va., April 13.—Prell's Broadway Shows opened the season here Wednesday (10). Shows arrived on 25 semi-trailers from Flemington, N. J., quarters and Charleston, S. C., and everything was ready for opening day, despite a heavy rainstorm Tuesday (9). Show was sponsored by the American Legion.

Jack Russell, oldest member in point of service of the Prell org, again has the cigarette pitch, shooting gallery and hoop-la. His brother, Red, II, for the last seven years, has joined him. Teddy Barro is again operating the Motordrome with his brother, Johnny, and Betty Allen. Bob White, Chief Parade Review, James Thompson's freak shows and Abe Wolf's Monkey Speedway did heavy business opening night. Rides also did capacity.

Familiar faces on the lot included Steve and Marge Stevens, who have been with the shows since 1928; Bob and Kay McClure and Nick and Kate Greco.

Shows close here Saturday (20) and open a two weeks' stand in Alexandria, Va.

RA To Plug Tampa

TAMPA, April 13.—Royal American Shows will advertise Tampa as its trek through the United States and Canada this year. General Manager Carl J. Sedlmayr has painted show's dining car with large beach and citrus scenes, and the parade wagon, "This year visit Tampa, hub of South Florida's Gulf Coast." Shows leave here April 20 to open in St. Louis May 1.

Bloom Unveils In Miss. With Enlarged Org

COLUMBUS, Miss., April 13.—Oscar Bloom's Gold Medal Shows were unveiled here Wednesday (10) with a host of city, county and fair officials on hand, J. (Bill) Carneer, general agent and press representative, said. Organization, believed to be the largest ever assembled under the Gold Medal banner, is well illuminated from the marquee to the back end, which is featuring a new Fly-o-Plane. Plenty of music is being used. Neon tubing on all sweeps was recently completed by Jackson Neon Company, with the assistance of Ernie Clark, show's technician. Business at opening was highly satisfactory.

Roster

Staff includes Oscar Bloom, owner-manager; J. T. (Whitey) Richards, secretary-treasurer; J. (Bill) Carneer, general representative and press agent; Glen Edwards, special agent; C. M. (Red) Miller, electrician in charge of Diesel plants; William (Bill) Dunn, transportation superintendent; Frank Cunningham, canvas; H. L. (Junior) Scott, artist and designer of the new front M. E. (Frenchy) Frenzel, commissary chief and cockhouse operator; Elbert Ford, front gate, and Dennis Sisk, Leroy Meador and Erby Cooper, builders and shop repair.

Rides

Rides and foremen are: Fly-o-Plane, Herschel Ward; Dive Bomber, Clarence Link; Flying Scooters, Blackie Trowel; twin Ferris Wheels, Howell (Frascher) Kellum; Merry-go-round, Bill Kellum; John's Whirl, J. E. Webb; Octopus, Andy White; Rolloplane, Jerome McNeill; Silver Swings, Jess Morgan; Aerial Swings, Roy Autrell; Baby Autos, James Kelly; Kid Train, Pontack and Kid Swings, Erby Cooper. Delivery of two new rides is promised by the manufacturer before the fair tour.

Shows

World's Fair Freaks, Floyd Wooley; two Girl Bees, Fred Webster; Big Snake, Moose Smith; Monkeyland and Wild Life Exhibit, Doc White; Glass House, L. Korn; Fun House, Les Copeland; Mechanical City, C. M. (Red) Miller; Trolley-Turn Myrtle, Michael Scott; War Troop Exhibit, Mac McDonner and Red Allen.

Concession line-up includes Earl Crane, custard; Whitey Richards, popcorn; John Rice, bingo; William Murphy, diggers; Fred and Jack and hoop-la; Mrs. Oscar Bloom, pan game; Frank Asche, 5 merchandise concessions; Bill Duncan, 2; Fred Williams, 2; Fred Williams, 1 each; Andy Rathmussen, 2; John's Beach, 3; R. Andre, 2; Jerome McNeill, 2, and Art Purdie, 1.

Carneer said the six Diesel light plants will be transported on three 35-foot trailers purchased from the government. All new fronts were constructed from the recently released chrome aluminum purchased by Oscar Bloom from the government, and shows are to move in 58 semis until the fair season when three more will be added from quarters.

Six additional light towers have been added to make a total of 11, all of which were built in quarters by C. W. (Red) Miller. Carneer said the shows hold contracts for fairs in Illinois, Indiana, Iowa, Minnesota, Tennessee and Mississippi. Shows will remain here until next Saturday (20) when they move to Jackson, Tenn., for a week's stand.

L. J. Heth, Show, McMinnville, Tenn.

MIDWAY CONFAB

April showers.

Thomas F. McCarthy, Manasquan, N. J., has applied for a permit to erect a Ferris Wheel at Ocean and 14th avenues in Belmar, near Trenton, N. J.

Playtime Amusements open the season in Manchester, N. H., Thursday (18). E. W. Burr is manager.

Remember the yester-year manager who couldn't remember like everything?

Francene, better known as Francis Lee, annex attraction on Stanley Miller's Side Show on Endy Bros.' Shows, visited Cleo Renee and Stanley Barbary while shows played Miami. . . . Ralph Rothrock will handle the advertising this year for Tri-angle Shows.

CORP. NORMA I. ROEDER, who formerly trouped as a mentalist on carnivals as Prince's Majia, was honorably discharged from the army air forces last December after serving 19 months as telephone operator at Luke Field, Ariz.

She has just re-enlisted and is now at Camp Beale, Calif., awaiting overseas orders.

Frank Zorda, side-show operator on Mighty Page Shows, was tendered a surprise party in celebration of his birthday in Madame Zelda's house trailer while shows were playing Troy, Ala. This season marks Madame Zelda's sixth with the Zorda unit.

Considering the fact his leaves are not available, one shouldn't be too hasty in censoring shows.

Lew Hamilton, Girl and Midget Show operator on World of Mirrh Shows, in New York on a purchasing trip, reports many fake materials are hard to get. . . . Ike Weinberg, back in New York for a day following opening of James E. Strates Shows in Washington, reports the marquee ticket sellers had difficulty handling all the people who wanted to attend.

. . . Bill Moore is back in New York from Florida. . . . Jack Shapiro, general manager of Triangle Shows, in the big town for a hurried visit.

Mr. and Mrs. R. Z. Bunch, formerly of Frank West and Cottin & Wilson shows, are operating a trailer park

near Elizabeth City, N. C. Rex and Fannie Ingham and son, Milton, were recent visitors. . . . William A. Reid, manager of A-1 Amusement Company, is in shows Jourdanton, Tex., quarters. . . . Harry Greenfield visited Sol Brody and Sol Adair at Coney Island, N. Y., recently.

Among modern inventions of today, the chess airbrakes on show trucks seem to be one of the leaders.

John T. Hutchens's Modern Museum is in St. Louis ready to lead for the first stand of the season with Snapp Greater Shows at Joplin, Mo. Hutchens has had four men in quarters for three weeks and has all property repaired and painted. New canvas and banners give attraction plenty of flash. Twelve acts have been signed for the opening date. Chief Rain-in-Face will be with the unit again.

M. B. (Doc) Rutherford has joined Florida Amusement Company as publicity agent and advance. This season marks Doc's 35th in outdoor show business. He'll also handle The Billboard sales on the lot. . . . Robert (Wax-E) White, mechanical man, who closed with Earl Meyer's Strangest Show on Earth, joined Wendell Kuntz's Side Show on Cetlin & Wilson Shows at Norfolk.

New fountain pen that will write under water must have been invented for managers who carry their offices in vest pockets for rainy day use.

Deloris Coronado, fat girl with Frank Forrest Museum, was hostess at a farewell party for A. J. Budd, operator of Side Show and Girl Show on West Coast Victory Shows, at Budd's home in San Francisco. Guests included James Brennan, Charles Kay, Jerry Jerome, Lady Ethel, Prince Dennis; Ruth La Argo and son, Tony; Ginger Fowler, Dixie Deer, Lucile Coronado, Ray Minto and Leroy Kintzel. . . . Cliff Daniels, Turlock, Calif., presented members of Freaks on Parade, on French Casino Shows, with a good luck cake in Merced, Calif., when shows appeared there. . . . Mrs. Anna Brown, Delphos, O., mother of Forrest Brown, is a patient in St. Rita's Hospital, Lima, O.

C. W. Shipley Jr., of Shipley Amusements, is passing out cigars on the birth of a daughter, Barbara Jean. . . . Texas Code underwent an operation in Missouri Pacific Hospital, St. Louis. He has been on the

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8112, 8128, 8144, 8160, 8176, 8192, 8208, 8224, 8240, 8256, 8272, 8288, 8304, 8320, 8336, 8352, 8368, 8384, 8400, 8416, 8432, 8448, 8464, 8480, 8496, 8512, 8528, 8544, 8560, 8576, 8592, 8608, 8624, 8640, 8656, 8672, 8688, 8704, 8720, 8736, 8752, 8768, 8784, 8800, 8816, 8832, 8848, 8864, 8880, 8896, 8912, 8928, 8944, 8960, 8976, 8992, 9008, 9024, 9040, 9056, 9072, 9088, 9104, 9120, 9136, 9152, 9168, 9184, 9200, 9216, 9232, 9248, 9264, 9280, 9296, 9312, 9328, 9344, 9360, 9376, 9392, 9408, 9424, 9440, 9456, 9472, 9488, 9504, 9520, 9536, 9552, 9568, 9584, 9600, 9616, 9632, 9648, 9664, 9680, 9696, 9712, 9728, 9744, 9760, 9776, 9792, 9808, 9824, 9840, 9856, 9872, 9888, 9904, 9920, 9936, 9952, 9968, 9984, 10000, 10016, 10032, 10048, 10064, 10080, 10096, 10112, 10128, 10144, 10160, 10176, 10192, 10208, 10224, 10240, 10256, 10272, 10288, 10304, 10320, 10336, 10352, 10368, 10384, 10400, 10416, 10432, 10448, 10464, 10480, 10496, 10512, 10528, 10544, 10560, 10576, 10592, 10608, 10624, 10640, 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22096, 22112, 22128, 22144, 22160, 22176, 22192, 22208, 22224, 22240, 22256, 22272, 22288, 22304, 22320, 22336, 22352, 22368, 22384, 22400, 22416, 22432, 22448, 22464, 22480, 22496, 22512, 22528, 22544, 22560, 22576, 22592, 22608, 22624, 22640, 22656, 22672, 22688, 22704, 22720, 22736, 22752, 22768, 22784, 22800, 22816, 22832, 22848, 22864, 22880, 22896, 22912, 22928, 22944, 22960, 22976, 22992, 23008, 23024, 23040, 23056, 23072, 23088, 23104, 23120, 23136, 23152, 23168, 23184, 23200, 23216, 23232, 23248, 23264, 23280, 23296, 23312, 23328, 23344, 23360, 23376, 23392, 23408, 23424, 23440, 23456, 23472, 23488, 23504, 23520, 23536, 23552, 23568, 23584, 23600, 23616, 23632, 23648, 23664, 23680, 23696, 23712, 23728, 23744, 23760, 23776, 23792, 23808, 23824, 23840, 23856, 23872, 23888, 23904, 23920, 23936, 23952, 23968, 23984, 24000, 24016, 24032, 24048, 24064, 24080, 24096, 24112, 24128, 24144, 24160, 24176, 24192, 24208, 24224, 24240, 24256, 24272, 24288, 24304, 24320, 24336, 24352,

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(Continued from page 53)
drome dished out riding thrills. A feature is an exchange from a motorcycle to a trapeze.

When the power company's construction charges were upped Goodman SOS'd for eight Diesel light plants, which are to be mounted on wagons for permanent use beginning at Austin, Tex., April 27. Shows close here Sunday (14) and will lay off a week before opening at the Battle of Flowers, San Antonio.

Joe Goodman, pinch-hitting in the publicity department, hustled a full-page greeting ad from local merchants, planted a two-page feature story in The Arkansas Democrat and otherwise functioned like a veteran, but his best effort was in making talkers out of the starters for Little Rock's trolleys. "All Aboard for the Wonder Shows," they shouted.

Roster

Staff: Max Goodman, general manager; George Gien, concession manager; R. L. (Bob) Lohmar, general agent; William E. Snyder, business manager; Louis Yafia, concessions secretary; Grant Chandler, general superintendent; Edward Laflam, electrical department; Les Spain, trainmaster; C. Nat Morgan, special agent; W. E. Jack, billposter, and Walter Hale, promoter of special events.

Side Show: Jimmy Hurd, manager; Raymond Newman, talker; Jay Hatfield and Tom Bundy, tickets; Grady Styles, Lamos and Chaney, marionettes and Punch; James Zahare, rice writer; Alzonla Lewis, turtle girl; Roswell Glover, magician and lecturer; Alfred Reynolds, fire act; Mimi Garman, sword swallower. In the annex, Kay Zahare, birth of a baby.

Glasshouse: Red Hutchinson, manager; Luther Vance, tickets. Life Show: Mrs. Jimmy Hurd, owner-lecturer; William Fisher and Charles Thomas, tickets. Hillbilly Jack Carter, talker and manager; Ernest Wright and His Elght Cowboys; Jackie Lee, singer; Elmer Marrow and Her Partners Beller; Johnnie Ways, one-man band, and Jimmy O'Brian, boss canvasman.

Girl Show: Elsie Calvert Brizendine, talker-manager; Jake Brizendine, construction; Patsy Lee and Bomberettes, including Viva Hubitz, blues singer; Betty Hooper, Sophie Tucker, Phylis Bradden, Betty Lynch, Ida La Fever, Alice Shelton, Ida Fernandez and Vicki Lee. Maurice Clark is at the organ.

Concessions: Mr. and Mrs. Max Levine, Louis Forque, Joseph (Turkey) Dunn, Ben Whitmore, Mickey Billen, Harry Brown, H. Zoham, S. J. Carroll, Ben Wishnoff, Carl Copelin, Harry Rubin, Louis Kaplan, Jimmy Ferron, Elly Webber, Cecil and Harry Martin, Bill Alcham, Irving Zolun, R. Erdell, Abe Zuckerman, Sammy Stein and Florence Rubin, Frank Harbin, Dorothy Billen, Maurice Richby, Art Radtke, Brinnie

and Jack Littlefield, Arend Kanne-gieter, Mrs. A. Cunningham, A. W. Sitts, W. D. Lanord, Johnny Dundee, Howard Stroud, Al Kennedy, Joe Wienberg, Danny Miller, Radas Johnson, Peggy Newman, Jimmy Carter, Tommy Davis, Harriet Levine, Ruth Sherwood, Mr. and Mrs. Zeke Zinn and Louis Fink.

Russell Hull, Richard Sherwood, Mr. and Mrs. Lee Canfield, Mr. and Mrs. Steve Porth, Larry Newman, Pete Norman, W. T. Harwood, Red Hennessy, Walter Pearl, Mr. and Mrs. Sam Caldwell, Mrs. Grant Chandler, Mr. and Mrs. Al Baysinger and S. C. Rudes. Mr. and Mrs. Clint Nogle have the Penny Arcade.

Rides

Jesse W. Murrey, Danny Martin, Randall Coleman, Theodore A. Ruth, Bill Andy, Frank P. J. Kinney, Charles Hanes, Mrs. Les Spain, J. D. Powell, James E. Carmack, Curly McCafferty, Clifford Erickson, James E. Dudley, Mrs. Tommy Lewis, John P. Glover, Theodore Centers, J. A. Kinney, Gordon Luckett, Mrs. Jesse Murrey, Earl J. Couse, John Horvath, Thomas J. Magliolo, Leroy Hester, Charles von Nees, Joseph Callery, James Dcwitt, Eugene Brown, Homer Finely, Willie Keckler.

Train Crew: Thomas E. Lewis, Hobart Carter, Les Steakley, Owen E. Murphy, Anville Thomas, Jack Jordan and Thomas F. Short. Shop Crew: Morgan Van Costello, Robert A. Garner, Clive B. Stephens. Tractors: Morris Golosky, William McCormick, Henry Lee and James C. Willis. Dining Car: Mr. and Mrs. James R. McCormick. Pullman: James H. Roberts.

CRAFTS IN CALIF.

(Continued from page 53)

here and will operate the cobra and reptile exhibit.

Larry Nathan, advance agent and biller, has made several recent trips to Hollywood and Los Angeles to visit friends and relatives there. Nathan's brother operates one of the largest clothing concerns in Hollywood.

John (Spot) Ragland, concession magnate, has recently served as host to several parties, including a surprise birthday celebration for Jimmie Whitaker, at which Ragland engaged the band and entire floorshow from the city's largest night club.

Show will leave here Thursday (21) and will open at Riverside, Calif., for a one-week stand.

Up Swift Current Capacity

— SWIFT CURRENT, Sask., April 13. —In preparation for the Frontier Days Celebration, the seating capacity of the grandstands at the rodeo grounds here will be upped from 1,100 to 4,000, if material is available. Cost will be \$10,000. Stand will be roofed and will provide additional exhibit space.

JOSEPH J. KIRKWOOD SHOWS

WILL BOOK, BUY OR LEASE, WITH OR WITHOUT TRANSPORTATION
25 ELLI FERRIS WHEEL, 7 CAR TILT-A-WHIRL OR OCTOPUS

Wire: JOSEPH J. KIRKWOOD SHOWS, Martinsburg, W. Va., This Week; Followed by Trenton, N. J.; Poughkeepsie, Newburgh, Schenectady and Troy, New York.

FOR SALE—FROZEN CUSTARD MACHINE

A-1 CONDITION. CRATED TO SHIP
ONE 10-GAL. HOLDING CABINET—NEW FREEZING UNIT . . \$1,600.00
You pay transportation

Address: MARGARET ANDERSON

303 S. Washington Blvd.

Sarasota, Florida

Carnival Routes

Send to 25 Opera Place, Cincinnati 1, O.

(Mounts are for current week when no data are given. In some instances possibly

[illegible]

Circus Routes

Send to 25 Opera Place, Cincinnati 1, O

Down River First With Concessions In Detroit Area

DETROIT, April 13.—Down five Amusement Company, new carnival organization, is the first to open winter concessions in the Detroit area this season. Other local ones are playing it safe. They are waiting for the warm weather to come before they open their rides, arcades, cookhouses, refreshment concessions, and shooting galleries. There are no games because of the Detroit ordinance.

Down River Shows, carrying rides, 24 concessions and 1 saw opened March 30 at West Jefferson Avenue bridge, in suburban Rouge, just across the bridge from Detroit. Business is good. All attractions were off the mat by the first Sunday night, however. Date is under auspices of the Kivans Club.

Closes Sunday

Shows close tomorrow (14), moving to Rochester Lanes Club a concession for 12 days, and then return to the Down River suburb of Trenton May 3-12, under American Legion auspices. He will play other dates in Detroit until June 15, when the ride will be taken into his Pleasureland Park. Down River Shows will be disbanded at that time, with the bulk of the concessions going with W. C. Wade No. 2 Shows.

Capt. R. V. Ritz has his Hell-on-Two-Wheels Show here with he and Shirley Ritz riding. Harold Brown who was seriously injured in an automobile-train collision last fall, does the talking on the front.

Hilo is burying a new Kiddie Auto Ride from Allan Herschell, with C. E. Woodcock, Royal Oak, Mich., joining shows at Rochester with his own Kiddie Auto Ride. He will remain until Hilo's own ride is delivered.

Concessionaires include Bill Postelwait, 7; Happy Adams, 3; Cohen, popcorn; Charles Stapleton 2; W. O. King, shooting gallery; Kenneth Reis, Penny Arcade and penny pitch; R. N. Frazer, Dent's Bowling Alley; George Shinberg, photo gallery; C. F. Mellen, cookhouse and Ed Deibert, bingo. Games are being run by sponsors.

★ ★ ★ ★
OHIO VALLEY SHOWS

Opening date Kenton, Ohio, April 27

With book \$8 ea.—A-4 Snake M-try
H-billy, Pee & J S
R A A H V. String
Name, Pitch, I W. S. F. Basketball.

ROXIE HARRIS
305 Walnut St. FINDLAY, OHIO

W. E. JACK

Wire me

**JOHN R. WARD'S
WORLD'S FAIR SHOWS**

Nashville, Tenn.

WANTED

Capable Agents for Count Stores, Slum Skillo, also Line-Up Store. None but capable men need apply.

H. C. NEESE

Muncie, Ind., this week; then Kokomo

FLORIDA AMUSEMENT

WANTS
Chair-o-Plane Formers: highest salary, sober
percentage agents.

Anderson, S. C.; now: Murphy, N. C. follows.

AGENTS WANTED

For Ball... Penny... Over... Pan
... ..
... ..
... ..

ROBERT BAROMAN

One White Star Airt. 333
Jasper, Tenn., this week

JOHNNY L. DENTON

WANTS WANTS WANTS

Concessions—Will sell X on Lead Gallery, Candy Apples, Scales: very good opening for Penny Pitch, Ball Games, Coca-Cola Canteen, Devil's Bowling Alley, Fish Pond, Pitch Tilt You Win. No flats, no percentages, no gypsies. Can place Penny Arcade. Johnny Green wants capable Agents for Grid Stores, Wheel Man, Bucket Store Agents. R-de Help wanted—Tale-a-Whirl, Wheels, Merry-Co-Round, Chair-o-Plane, Octopus, Middle Ride, Roll-to-Plane. SHOWS—Have good opening for Monkey Show or will book any Show with own equipment. *See next page for address. Alling no visitors.*

JOHN DENTON, care Johnny J. Denton Shows, Athens, Ala.

AMERICAN VETS COLORED PARK

OPENING APRIL 28

ONLY ONE THIS PROSPEROUS AREA
Want Shows, Rides, Concessions. No gate, grift or gypps. All year's work. No jumps or help airtie. Book or buy Merry-Go-Round, Wheel, Tilt, Scooter. Dinty Moore. Chas. White, answer. Minstrel Show, get well here. Seven days each week. Ex Custard, Bingo, Photos, Cook House, Ball Games. Bumper, Fishpond, Bowling Alley, etc. All open. Wire or phone 616.
PAUL BATES, Sec'y. 126 E. Beach St. Biloxi, Miss.

LAST CALL! LAST CALL! LAST CALL!
PENN PREMIER SHOWS

PENN PREMIER SHOWS
OPENING WEEKEND N.Y. APRIL 26-8 DAYS

WANTED—Lady and Gent Riders for Drama at once. Also Talkers and Ticket Sellers.
WANTED—Side Show Acts, Tightrope, Sword Swallowers, Mental or any other Acts not conflicting.
No Time to Write, Wire. Address All Mail and Wires to
LLOYD D. SERFASS, Gen. Mgr., Stroudsburg, Pa.

WHITE STAR ATTRACTIONS

JASPER, TENN., WEEK APRIL 15
Want Assistant Grind Stores, Slum Stores, come on 10-1, Geek, Deep Sea, Pig or any Show with own outfit or Walk Through. Will book Bingo due to disappointment. Will buy late model Tilt or any good Ride or book same long season. The best spots in Tennessee, Kentucky and Ohio. Celebrations start in May, fairs start in July. Useful carnival people, come on. Flats, save your wires, no gyros.
All Replies to A. D. COFFMAN, Mgr.

All Replies to A. D. COFFMAN, Mgr.

TRAILERS

ALL STEEL BODY

LENGTH—9½ FEET
WIDTH—7½ FEET

ALL STEEL RIBS

HEIGHT—13 FEET

4 TIRES—8 PLY

SEIBERLING OR FIRESTONE
SIZE—750 x 20

MADE FOR U. S. ARMY
AVERAGE COST \$2,500.00

**FIRST
COME,
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SERVED**



\$400⁰⁰

BRAND NEW
F. O. B.—EASTERN COAST

IMMEDIATE DELIVERY

ALFRIN EXPORT & JOBBING COMPANY, 1127 Connecticut Avenue, Washington, D. C.



**All excellent condition
to be used at once...**

"60" INCH SEARCHLIGHTS

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MOBILE POWER PLANT
CONTROL STATION
CONTROL CABLES
POWER CABLES

ALL ONE UNIT
COST U. S. ARMY \$28,500.00

YOUR COST \$1500⁰⁰
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VANTAGE POINT

NECESSARY POWER SUPPLY TO OPERATE LIGHTS
120 VOLTS-D.C. 18 K.W.-150 AMPERES

ARC VOLTAGE—78-2 • LIGHT RATED—650,000,000 Candle Power
All Searchlights mounted on standard 4-wheel chassis.
ALL Searchlights have provision for remote electric control.

MOBILE POWER PLANT

16½ Kilowatts—110 Volts—Gasoline Engine—6 Cylinder Hercules, L Head, 1200 RPM—
50 HP—Generators in Direct Drive.

AC* Generators can be substituted for DC.
Complete Tool and Spare Parts Box.

**Sold
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HENNIES BROS. (2)

DICK'S PARAMOUNT (1)

JIMMY STRATES (3)

**Immediate Delivery
Twenty-Four (24) Hour Service**

ALFRIN EXPORT & JOBBING CO.
1127 Connecticut Avenue, Washington, D. C.

Winter Quarters

Douglas Greater

KENT, Wash., April 13—Everyone getting ready for opening. E. O. Douglas, owner-manager, has purchased a fleet of new trucks.

Concessionaires include Mr. and Mrs. Ray Holding, Mr. and Mrs. A. H. Jenkins, Harry Goodman, Ralph Matlack and Otto and Frank Fictum. Frank Fictum and Jack O'Day, recently discharged from the army, have purchased new kiddie rides, a sack and semi-trailer. Elmer (One Wish) Curley is busy painting signs. Raymond (Bud) Douglas will have the cookhouse and bingo again.

Jack Smith is fixing up his 10-in-1 show. Clarence Anderson is getting his three grind shows ready. Jack O'Brien says the Athletic Show will be set for opening. Recently discharged from the army, Ferdinand Schulz is master mechanic.

Two new show tops have been purchased. One will be used for Marie Dickinson's Streamlined Follies. Mrs. O. Douglas will again have the popcorn and candy floss and reports that her daughters, Phyllis and Maureen, all join her when school is out. Myrtle and her mother spent part of the winter in California.

At local quarters are Slim Tremain, Secretary Frank Ward, General Agent Basil (Bob) Green, Jack O'Day, Raymond (Bud) Douglas, Nepeake and Evelyn Wornuk, Jack and Marie Atkinson, Elmer and Hazel Curley, Mr. and Mrs. Wilbur Robinson, Ferdinand Schultz, Frank Miller, B. H. Morgan, Bud and Toni Preston, Bobby Seal, Wallace Whelstone, Lloyd Sawyer, J. W. Smith and Kate (Mom) Nedell.—MARIE ATKINSON.

WANT

Man for Fish Pond who will help electrician, fry and merchandise.

ABBY AND HAZEL ALEXANDER, COME ON. Address: Madison Brook Show, Brimley Ark., This Week

W. P. GAWLE

Midland Brook Show, Brimley Ark., This Week

PLASTEX SLUM

App. Size 143 inches.
Dress \$2.50, 10 Girls \$22.50,
1/2 Dress, P. O. B. Dallas

MELANDRA STUDIO
100 N. EWINO DALLAS 8, TEXAS

WANT TO PURCHASE

FERRIS WHEEL, CHAIRPLANE, MERRY-GO-ROUND and a WHIP.
MR. WILLIAM I. GOSNELL
6 E. Pleasant St. Baltimore, Md.
Or Phone Mulberry 6448

WANTED

ALAMO EXPOSITION SHOWS

RIDE HELP: In All Hired Time Shows, Trucks and Semi Trailers and Do Not Boose While on the Job. HARRY TAPPEL, 1001 N. 1st St., St. Louis, Mo. Half and Half, Minn. Roadster Act and Fire Eater. Can also provide a Good Agency Agent Who Has His Own Car.

JOHN T. BREWER

JACK RUBACK, Mgr.

PELLEY, TEXAS, APRIL 15 TO 20; THEN PER ROUTE

FOR SALE

COMPLETE SILO DROME

IN FIRST-CLASS CONDITION ON OR NEAR DETROIT LOTS—CAN BE SEEN IN OPERATION. REASON FOR SELLING: OWNER LEAVING COUNTRY.

CAPT. R. V. RITZ, 10138 W. JEFFERSON, RIVER ROUGE 18, MICH.

Phone: Winwood 2-0349

HERMAN LIST WANTS

Will open with the Jones Greater Shows April 27 at Point Pleasant, W. Va.

A few agents for show places, Ball Games, Penny Purses and P. C. Also Counter Men for NOTE: I pay unemployment compensation on all employees, and this takes care of the 1st and 2nd out in touch with me care of Park Miller Derby Shows this week. After this, care of The Billboard, Cincinnati 1, O., or Jones Greater Shows, Point Pleasant, W. Va.

Caravella Amusements

NEW CASTLE, Pa., April 13—Work in quarters has moved satisfactorily and shows will be ready for opening. New light towers arrived and a new marquee has been turned over to the paint department. There are several new fronts. Merry-Go-Round has been streamlined and a new Caterpillar is expected to be delivered by May 1. Delivery on a new Kiddie Wheel is expected daily, and the Kiddie Ferris Wheel has arrived in quarters.

Tom Shingledecker is in charge of the carpenter shop. Mal Fleming is treasurer and auditor. Cecil Compton is chief mechanic, and Art Gray, formerly with Bantley's All-American Shows, is in charge of the paint department. Stewart Morris has the electrical department.

Prof. J. (Bozo) Mansfield arrived with his See Them Alive Show, complete with new banners and canvas. Several attractions include Captain Jenkins and Professor Arnold. General Agent W. E. LaSalle is ill in a local hospital and in his absence Mr. Caravella and Mal Fleming are taking care of booking details.

Midway

ST. PAUL, April 13—With seven rides in top shape and two new ones arriving from the factory, shows are set for their local opening May 11. All rides are equipped with new canvas tops and lights and concessions and shows are arriving daily. Mr. and Jack Kelley returned from the South with five new concessions. Jake Sokolik is also on hand.

Rocco Schiavone Jr. has been released from the navy and will resume his duties with the shows. Manager Rocco Schiavone Sr. says the shows have a complete season of fairs and celebrations booked.

Bright Lights

SALEM, Va., April 13—Everything is in readiness for the opening at Lynchburg, Va., Thursday (18). Shows will open with 10 rides, 8 shows and 50 concessions. Mr. Salsberg will again be legal adviser.

Manager Otis Grecoma, who has been hospitalized, is well again. Robert Heck, recently discharged from the army, will join his father, L. C. Heck, assistant manager.—MRS. SAUL SALSBERG.

Better Cooking — Better Light for Carnivals, Shows, Concessions

* All these Coleman Appliances make and burn their own gas from gasoline.

Coleman Burners



Dependable gas heating service under all conditions. Ideal for popcorn, hamburger, hot-dog stands, under coffee urns, steam tables, hot plates, water heaters, 5 and 7-inch burner models.

Coleman Handy Gas Plants

Portable complete gas plants; use them anywhere. Give clean, odorless, speedy gas heat adjustable to any volume for cooking, heating, water, steaming for repair shops. Costs only a few cents a day to operate. 5 1/2-in. grate. Instant lighting; 5 and 7-inch burner models.



Coleman Hot Plate



Ideal for lunch counters, hot-dog and hamburger stands. Cooks just like city gas. Instant lighting. Solidat Metal Fuel Tank, resists rust and corrosion. Hinged top. 2 and 3-burner models.

Coleman Floodlight Lanterns

Big, powerful, dependable light for every outdoor night job. Floodlights 100-foot area so bright you can read a newspaper 50 feet away. Defies wind, snow, rain, sleet, and keeps on burning. Pyrex globe. Quality-built to take it when the going is rugged. Safe, can't spill fuel even if tipped over. 1 and 2 mantle models.



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REPAIR PARTS now available. If Coleman dealer cannot supply you, write nearest Coleman office.

WRITE for prices and complete information. Address nearest office, Dept. 128.

Chicago 10—Philadelphia 7c, Tampa 10, Commerce Bldg., Los Angeles 84, Calif.—Hennrich, T. H.—Toronto, Can.

New Portable 10,000 Watt ELECTRIC PLANT

IDEAL FOR CARNIVAL LIGHTING, MERRY-GO-ROUNDS, FERRIS WHEELS, RIDES!



New 10 KW electric generator, 115V. or 230V., single phase, 60 C., 2-wire, A.C. Self-exciting. Remote control. Complete with spare parts, tools, and instruction book. Mfg. by O'Keefe and Merritt Co. and O'Keefe and Sons.

Willie Overland Jeep gasoline engine, 4-cylinder, water-cooled, electric starting, 35 HP at 1800 RPM.

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WANT FOR COTTON MILLS AND CELEBRATIONS—BOOKED SOLID FOR 10 WEEKS

THIS WEEK, BISHOPVILLE, S. C. THEN INTO COTTON MILLS DISTRICT. WANT—Carnivals, Amusement, a good variety of rides, a good variety of shows, a good variety of concessions, a good variety of attractions. WANT—Ferry boats, a good variety of boats, a good variety of boats, a good variety of boats. WANT—Inflated Shows with air transportation. WANT—Carnivals, Amusement, a good variety of rides, a good variety of shows, a good variety of concessions, a good variety of attractions. WANT—Inflated Shows with air transportation. WANT—Carnivals, Amusement, a good variety of rides, a good variety of shows, a good variety of concessions, a good variety of attractions. WANT—Inflated Shows with air transportation.

NEW IMPROVED

SPITFIRE RIDES

Available for 1946 Season

FRANK HRUBETZ & CO.

Front and Shipping Sta.

Salem, Oregon

3000 BINGO

No. 1 Cards, heavy white, 5x7. No duplicates. 35 cards, \$3.50; 50 cards, \$4.00; 75 cards, \$4.50; 100 cards, \$5.00; 150 cards, \$5.25; 200 cards, \$5.50. Remaining 2700 cards \$6 per 100 for only one-quarter of retail—only No. 3 cards—Heavy, Green, Yellow, Red—any mix set of 50 or 100 cards, per card 6¢.

3000 KENO

Made in 20 weeks, 100 cards each. Printed in 3 rows, a row the right-hand end and down. Light cards, 30 cards, per set of 100 cards, tally card, calling markers, \$3.50.

LIGHT WEIGHT BINGO CARDS
White, Green, Yellow, Black or White, postal and delivery. Can be retained or discarded. 3,000, 100, \$17. In lots of 1,000, \$17 per 100. Calling markers, extra. 800, Pink Pong Balls, printed 2 sides, 1/2" dia., \$3.00. Pink Pong Balls, printed 2 sides, 1/2" dia., \$3.00. 5,000 Jack Pat Tiles (strips of 7 numbers), per 1,000, \$1.00.
No. W. Cards, 5x7, White, Green, Red, Yellow, 7 colors, each of 25, \$1.25.
3,000 Small Thin "Bingo" \$1.25
3,000 Small Thin "Bingo" \$1.25
6x18, 100, per 1,000, \$1.25
Round Gray Cardboard Markers, 1800 for 1.00
Thin Plastic Markers, brown color, \$1.40
Thin Plastic Markers, white color, \$1.40
Calling and sample cards for 100 personal cards, \$1.00. Accepted. Immediate delivery.

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CHARLES DRIVER — BERNIE MENDELSON

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\$50.00

BINGO COUNTERS

For 20140 Joint—Approx. 24" wide
These Are High-Grade Tail-Made Counters
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Detroit 23, Mich.

WANTED

SHOWS, RIDES AND CONCESSIONS
For American Legion Carnival and Shows Show
June 1 and 2 at 1000 and 1000, at
Georgetown, Ohio, Fairgrounds.

ROBERT GREEN
Chairman Concession Committee
GEORGETOWN, OHIO

FROM THE LOTS

West Coast Amusement

MERCED, Calif., April 13—Local date at the lot on 15th and R streets was another winner and shows received effective newspaper and radio publicity. Station KYOS especially co-operated.

Thursday (4), show was visited by H. J. Bunce, secretary, Madera County District Fair, and Joe Toscano, director of Los Banos May Day Festival.

Charles Walpert's new Funhouse is proving a winner. The Walperets also have two concessions. A. J. Budd's Bombo Show and Nights in Paris are doing well. Bob Matthews has two animal shows and Norman Shue has two concessions, including the race track derby. Eddie Burnett is doing well with his concessions as is A. Monroe, who has ball games. Mrs. Isabel Meyers has charge of the main gate box office, and Mrs. E. Coe is on the ride box office. John Miller's modern cockhouse is clicking.

Shows open in San Jose Tuesday (16), then will move into the San Francisco Bay area. May 1 they return to the Valley to play the May Day Festival in Los Banos. General Agent William T. Jessup reports he has the Northwest and Oregon territory booked. Shows leave California the last week in June.

General Manager Mike Krokos, en route South, visited here with Art Craner, show's press representative.

Long's United

FRESNO, Calif., April 13—Due to heavy rains, the shows, playing under auspices of the VFW, stayed over a second week. Despite the rain (shows were rained out two days), business the first week was fair.

Mr. Brandon, Crack advance agent, visited, as did Pat and Mabel Monzo and Mr. and Mrs. Walter Connor. Mrs. Connor made a hurried trip to Merced, Calif., to visit Greg Shows. Mr. and Mrs. Wilson joined the Kent-Usher combine, handling the rat race. Double Rollo-Plane made its first turn for Walt and Clara Connor over the week-end.

Funhouse is reported on its way. Munzo, Connor and Gilliland are reading new concessions. Lillian Shepard enjoyed a visit from Mr. Clark. Mrs. Hicks rejoicing over getting more mail from her roving son. Harold and Pat Long were entertained by VFW—GAIL SCOTT.

Sparks Bros.

DEMOPOLIS, Ala., April 13—Shows moved here from Mississippi and a big crowd was on hand to watch unloading. Opening night, Monday (14), proved a red one, with a packed midway. Weather was ideal all week. Jiggs and Paris show did capacity and other shows scored heavily.

Concessionaires were pleased with business and even Doc Angle, manager and The Billboard stage agent, was smiling.

W. C. Kaus

BEAUFORT, N. C., April 13—Shows opened here Monday (1), under American Legion auspices. Jack Perry, general representative, who had remained in Miami because of illness, arrived unexpectedly opening night.

General Manager Russ Owens had all trucks out of quarters, and new ones were on hand for the three new Diesel light plants. Scotty's Minstrel Show, K. M. McGary's 42nd Street Revue and Snake Show, as well as Joe Hilton's 10-in-1 and Jack Miller's bingos all decked out in new canvas. Jack Perry has built a new Twirl Arcade.

Hugo Zacchini arrived Tuesday (2) with his cannon act—a very attraction. Herb Sheib has been retained as special representative and press agent. Shows carry 8 major and 3 minor concessions, 7 shows and 40 concessions. Mrs. Marie Kaus has been devoting her spare time to nursing in the New Bern (N. C.) Hospital.

Staff includes: Russ Owens, general manager; Jack Perry, general representative; Mrs. Marie Kaus, treasurer; Mrs. Helen Owens, secretary; Herb Sheib, general representative and press; and Eddie Elkins, business agent.—EDDIE ELKINS.

Capital City

NASHVILLE, April 13—Shows booked here March 30 and business the first week of a two-week stand was good, aided by excellent weather. Visitors included Mr. and Mrs. T. J. Apple and daughter; Robert R. Kline, Canceled of Amusements; Ellis Winston, Cumberland Valley Shows; W. J. (Billie) Williams, E. Z. (Dad) Reading, Mr. and Mrs. Watchie Moore, Doug and Red Daugherty, James C. Ginn, Phil Knight, Don Myers, and W. E. Page, Page Bros' Shows.

Concession line-up includes E. B. Martin, fishpond, cigarette gallery and ball game; Pete Stephens, ball game and mechanical show; Horace Drennon, popcorn and dippers; Pinkie Smothers, guess-your-age and scales; Carl Little pan stand and penny pitch; Joe Lowery, peepool; Dick Wilson, photo gallery, and C. B. Connor, Penny Arcade. Con Cunningham has the Roll-o-Plane and is lot superintendent. Dixie Cunningham handles Roll-o-Plane tickets.

Shows are carrying 4 rides and about 20 concessions.—BILL STERLING.

Casey Smith

DURANT, Okla., April 13—Week ended Saturday (6); auspices, IOOF; weather, perfect; business, fair.

Newspaper publicity was good, with The Durant-Democrat co-operating. Visitors included Joe Baker, Mr. and Mrs. Grabo Henderson, Mr. and Mrs. Knox, Mr. and Mrs. Harry Lamont and Carl Bonds.

TENTS

TENTS—Concession, Grap, Camping, Flashy trimmings. Tents of all sizes.
Merry-Go-Round and Cattlepuller Tops, Big Tops.
ANYTHING IN CANVAS
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GIRLS—GIRLS

FOR ORIENTAL SHOW and POSING SHOW. No experience necessary. Best of treatment. Top salaries. People who worked for me before, please contact. All people contacted report to Springfield, Ill., April 22. Show opens April 23.

JOE SORENSON

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DANCING GIRLS

Long pleasant season West Coast Shows. Freak for Side Show, Colored Dwarfs for Bally. Australia dates to follow.

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For used Merry-Go-Round top for 40 ft. Merry-Go-Round. Bids price and condition.

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The salary to exhibit. Superior talent that can give much. Must enter 12 days.
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WANTED

Grand Stores and Photo Galleries. Opening April 25, Bordenstown, N. J. Write

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Want Experienced Help For Merry-Go-Round, Feris Wheel, Tilt-A-Whirl, etc. (Chair-Flair). In all departments—1000.

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24-Horse Merry-Go-Round, Traction Machine. Price \$1000. If necessary will accept \$500 cash-balance terms.

Outdoor Amusement Co.

THE BIG CIRCUS OUTLET

Haley Named President by Stockholders

Jockeying for Top Spot

NEW YORK, April 13.—Mrs. Aubrey Haley and John Ringling North, holders of 83 per cent of the stock, pooled their voting power at the annual officers' meeting of Ringling Bros. and Barnum & Bailey Circus, Inc., here Wednesday (10) to elect their former's husband, James A. Haley, to the presidency and ousting Robert Ringling, who had held the post since 1943. Action went over the Ringling attempt to stop Haley from casting his wife's vote by proxy, and failing that, tried to invoke a voting trust agreement made in 1941 between his mother, Mrs. Edith Ringling, and Mrs. Haley, which required them to vote their combined stock in the same way. Mrs. Haley was reported ill at her Sarasota (Fla.) home and unable to attend.

Ringling Calls Confab

Election results were made known to the public thru the press following the meeting and everything was normal until Ringling called a press conference at Hotel New Yorker yesterday afternoon. Don Gordon Judice, of Enzel, Jude & Miller, attorneys for Ringling, said: "The old board of directors is in control of the corporation. If Haley and North attempt to question the right of the old board to conduct affairs of the circus, they will have to get a court order to dispossess the old board."

The same night Ringling fulfilled his announced intention of ignoring the results of the meeting held two days before and, accompanied by William P. Dunn Jr., secretary-treasurer, who was also voted out and replaced by J. R. Griffin, auditor, entered the arena to take his customary position near the 50th Street ramp on the Hippodrome track. He was apparently unmolested, as he remained there thruout the show.

Haley Claims Presidency

Jim Haley, president-elect, met the press after the show began, following a tussle with John Ringling North, newly elected first vice-president, and F. Beverly Kelley, publicity director, to explain "his (Ringling's) presence in the arena does not constitute an executive position." Haley explained by saying, "I'm sitting in the president's chair and the directors put me there."

Obviously expecting a move on the part of Ringling to nullify the Wednesday meeting, Haley distributed copies of the following letter to members of the press.

April 13, 1946.

Mr. Robert Ringling,
Hotel New Yorker,
30th Street and 4th Avenue,
New York, N. Y.

Dear Sir:
On April 10, 1946, the regular annual meeting of the stockholders and directors of Ringling Bros. and Barnum & Bailey Circus, Inc., was held at the company's office in New York City. You were present at both meetings and are fully familiar with the action of directors and officers which took place at that time.

On the stockholders' meeting the owners of the entire outstanding capital stock, consisting of 1,800 shares, were present either in person or by proxy. By ballot cast by the (See Robt. Ringling Fight, page 98)

What's R-B Score?

NEW YORK, April 13.—A tense atmosphere prevailed in the backyard at Madison Square Garden prior to and during the night performance, Friday (12), following the press conferences of Robert Ringling and James A. Haley, both of whom claim to be president of the Big Show. Bosses and key personnel who were favored by one or the other didn't know which end was up. When asked for an opinion they were careful to say equally nice things about each individual. The element of gambling was missing and they played both ends against the middle. The ax has fallen following previous changes and they were well aware of this.

The performers, secure in their professional attainments, tried to remain aloof but, as one circus official commented, "They don't know what the score is either."

Some one, recalling that Felix Adler was reportedly barred from the Garden by the Robert Ringling regime, wondered if he would be invited back by the Haley administration.

Everyone speculated and most of them were listened to except, possibly, the prep boys, most of whom haven't been around long enough to become familiar with the politics of the Big Show.

R-B \$135,000 in 13 Performances

NEW YORK, April 13.—Healthy \$135,000 has been grossed by the Ringling show for 13 performances, April 4-10, at Madison Square Garden. Sharp pick-up in attendance was noted yesterday when the night show was a sellout.

Capacity matinee business is expected during the Easter holidays when public schools are scheduled to recess from April 18-23; parochial schools, April 17-28, and Jewish holidays, April 15-23.

Freeland Unveils Al Dean In 3-Day Glendale Stand

GLENDALF, Calif., April 13.—Al Dean Circus, promoted and managed by Forrest Freeland, opened here Thursday night (4) to good biz. Show, presented in one ring in an 80-foot loop, with one 40-foot middle, will play Southern California under auspices. It moves on six trucks and trailers.

Glendale stand, three days, under American Legion auspices, opened without rehearsing and about a hitch.

The Program
Display 1. Penny Parker, clown contortionist, in a barrel-rolling and juggling act.

No. 2. Linda Matchneff, aerialist. Dives flying-acting act.

No. 3. Jack Andrews, Australian whips.

No. 4. Clown number. Penny Parker and Si Otis in balloon-blowing routine.

No. 5. Jack Andrews and his educated Brahma bull.

Sedalia Proves Okay for Clyde

SEDALIA, Mo., April 13.—Clyde Bros. Circus concluded the winter season here Wednesday (10) by doing stock business under auspices of the Sedalia Shrine, 11 marked the end of a 22-week tour of the Central and Southwestern States.

In addition to Sedalia, top spots of the tour were Fort Smith, Ark., under the Shrine; Hutchinson, Kan., police department; Topeka, Kan., Optumists Club; Galveston and Port Arthur, Tex., junior chamber of commerce, and the Optumists Club at Beaumont, Tex.

In the larger spots, the George Hanford Riding Act was a feature. Program consisted of 22 displays. On completion of the tour here, the following departed for other shows: Art and Marie Henry to Tom Packs dates; Gus Kanerwa and Mae Snyder to the X-M circus; Al and Louise Weir, Chicago, and Jimmie Armstrong to clown alley of Ringling-Barnum.

Others billed for duo spots include the Harrison Duo, fair dates; the Bill Miller Family, Bell Bros. Circus, Leo and Sonny Albrecht, Stevens Bros.; Buzz Potts, Kelly-Miller Bill Irvin, fair.

Of the advance staff, Dan Pyne will be back with Cole Bros.; Bobby Burns will pilot Roy Bible's Sello Bros.; Lawrence White will join Kelly-Miller; Ralph Lewman will do special newspaper work in Topeka, Kan.; and Ted Edlin will aid Owner Howard W. Suez with the promotion and booking for next season. Suez plans to spend most of the summer in Oklahoma City.

Joe B. Webb Calls It Off

GENEVA, Neb., April 13.—Due to the death of his elephant of blood poisoning recently and the fact that some acts could not join him until next month, Joe B. Webb, owner Webb Bros. Circus, has decided to call off the show for this season. It was to have opened at South Sioux City, Neb., April 17. Webb will manage the Side Show with Bell Bros. Circus.

No. 6. Linda on the flying trapeze. Singing trap act.

No. 7. Si Otis and his comedy mule.

No. 8. Penny Parker, contortionist clown.

No. 9. Major, the dog with the human mind.

No. 10. Penny Parker and Si Otis, clown act.

No. 11. Garzan, the human ape.

No. 12. Linda on web.

No. 13. Poodles Hanford riding act.

No. 14. Elephant Bonnie, doing usual elephant single routine with tube, dance, etc.

Show runs 90 minutes.

Negro band (6), under Wallace Leavelle, provides music.

Show started 40 minutes late, ran an hour and 45 minutes, but will be tightened to an hour and a half. Play provided twice daily. Show moved to Arcadia April 9-10, skipping two days after the local finale Saturday (6).

Staff includes Forrest Freeland,

Broken Link

NEW YORK, April 13.—Election of James A. Haley as president of Ringling Bros. and Barnum & Bailey Circus marks the first time in the 68-year history of the Ringling family that a direct descendant of the brothers who founded the Big Show will not head the org.

Cole Bros. Rehearse For Louisville Debut

LOUISVILLE, Ky., April 13.—Cole Bros. Circus rehearsals for the April 18 opening will begin at local quarters April 15, with a final dress rehearsal scheduled for April 17. Tents will be erected tomorrow.

No. 1 advance car, in charge of J. A. Gephart, rolled out of Louisville Thursday (4) for Owensboro, Ky., first road stand. Ora Parks, general representative, headed the crew for local opening and was joined Wednesday (10) by Fred K. Moulton, Emmett Sims, Robert North and A. J. Clark. Los Angeles, newcomer to the press staff, Col. Harry Thomas is handling radio here.

McCaw Horse Opéry Set To Bow April 18

LOS ANGELES, April 13.—Earl and Bonnie McCaw, who have been gathering equipment and horse acts at their well-known Paris, Calif., yard, moved their winter quarters to Paul Eagles' ranch in North Hollywood to whip into shape a new type traveling show. Horse folk of 1946. Opening date is April 18.

Show, to travel on 15 pieces of motorized stock, will be presented under canvas. Music will be under the baton of Tex Owens, composer of Western songs. He will lead a large hillbilly band.

Featured attraction will be Okeechobee Joe, movie horse. Other acts will be Si Otis and His Comedy Mule; Vic Cox, stunt man; Chief Don Napier; Hendrix Twins and Billy Epson, riders; Harry Nason's Educated Animals; high school horses, jumpers, gaited and Liberty horses, and Roman riders.

"Circus Official" Replaces Bob Ringling on Coke Show

NEW YORK, April 13.—Adding to the general confusion centering around Madison Square Garden where the Big Show went into the second week of its engagement was the following wire received by The Billboard: "Si Otis and Beverly Kelley, publicity director."

"PLEASE OMIT NAME ROBERT RINGLING FROM RADIO STORY GROUP. Madison Square Garden IN REFERENCE TO COCA-COLA BROADCAST, SAYING INSTEAD THAT THE GUEST WILL BE A CIRCUS OFFICIAL. PLEASE DO NOT KEEP HIM LISTED AS GUEST OF PROGRAM ENTITLED 'SO YOU THINK YOU KNOW MUSIC'."

General manager, Jean Freeland, treasurer, Frank Yagla, concessioner, Rolo, equestrian director and announcer, Elvia Rifele, lot superintendent, Penny Parker, clown, and a Dale Farson, banjo man.

No concert was offered at opening but Freeland plans to add a Musical Circus to the Billy Mitchell, former movie comic.

Montgomery's 22 Trip Out Built for Biz

West Coast Org Shoves Off

LOS ANGELES, April 13. — C. R. Montgomery Wild Animal Circus debuted its second season in El Monte Wednesday night, playing to three-quarter houses afternoon and evening. The khaki-colored square-ended tent was left on the lot, with the new using its menagerie tent, an 80 with 30's on the road until a new pup 100 with three 40's arrives. Menagerie tent seats about 1,500. Until new canvas arrives, the menagerie is in a corral.

Show moved from El Monte to Uplands, then to Monrovia and San Fernando for Saturday. Montgomery will play no Sunday days. Last week-end Sunday was utilized in transporting the circus over the Ridge Route to Delano, a 142-mile jump, longest in the show's initial 10 days.

In El Monte, the show used three rings, but only two in Uplands and subsequent spots. There is little or no hippodrome track in the menagerie tent, and only one display, the spec, is held here, being crowded into the space.

Montgomery has good rolling stock. Transportation of the show with 12 semis, two pick-ups, two panel-trucks on the advance, five show-owned trailers and 18 private cars.

Longstreet Is G. A.

Official line-up includes C. R. Montgomery, general manager; Bill Longstreet, general agent; Cal Hicks, announcer and equestrian director; Bill Matchett, tickets; Mrs. Glickman, secretary; Joe Sullivan, banners; Alvin King, box canvasser; George Brown, assistant canvasser; George Sargis, side show canvasser; Harold Hatfield, boss props and rigger; Jack Campbell, concessions; Jack Coleman, steward; Maurice Gordon, cook; Carry Smalley, chief mechanic; Charles F. Smithy, electrician; Todd Henry, transportation; Mac McDermott, menagerie; Side show personnel: H. C. (Whitey) Underwood, manager; Cal Stone, tickets; Jerry Bunis, tickets; Great Vernon, magician; Lady Gene, sword-swallower; Princess Betty, makes; Bobby Thompson, dancer; Schlitz, pinhead; Joe Slaker, anatomic wonder; Marie Jones, dancer.

Band: Jack Bell, bandmaster and trumpet; Antonio Betancourt, trumpet; Orville Alfred, baritone; Robert Jones, drums; Mona Gutierrez, trombone; Tony Smalley, bass; Red Henry, trombone; Earl Moss, trombone; Bob Montgomery, trumpet; Fred Case, drums; Gabe Boone, calliope; J. C. Smithy, press agent. The bigged good publicity in the local movie getting two-column front page pictures and stories when a tiger escaped and entered the cockpit. The show also had a broadcast over KFLC outlet for NBC. Alloway made tie-up with the public school that taught 500 kids to the opening.

Fred Lind, who did unsupported ladder and foot juggling at the opening day shows, suffered a dislocated shoulder and will be out of the program for a few days.

Visitors to the lot included S. L. Cowan, Carl Sanus, Douglas Nelson Jones, Bob Roberts, George Perkins, Tom Kitchner, John Gutierrez, Carlos Velarde, Olvera, Maurice Marziale.

Joe Rich expects to join the new wing aerial work in about four weeks.

Montgomery presented the Lions' Show of Palm Springs with a pair

Bailey Bros. Program

1. Tournament.
2. Captain Engerer's Lions (Ring 2).
3. Clown walkaround.
4. Wabi: Jerry P. Delors (Ring 1), LaBlonde bar act (Ring 2) and DeLorbes Whiteside (Ring 3).
5. John Pringle's dog act (Ring 2).
6. Clown wedding.
7. Ladders: Ruth and Peggy Henderson and Jerry Presley.
8. Ponies with Opal Stevens.
9. Clown firecracker.
10. Henderson, juggling.
11. Clown car.
12. Dolly Jacobs and her horse, Boy Blue; Whiteside Troupe, King Reynolds, and John Pringle.
13. Clown quartet.
14. Bob Stevens's Liberty horses, presented by Rudy Rudy.
15. Juggling (Ring 1), Jerry and John Pringle; contortion (Ring 3), Jimmy LaBlonde.
16. Single traps, Delors and Whiteside (Ring 1); balancing traps, Lew Henderson (Ring 2); single traps, Bruce LaBlonde (Ring 3).
17. Clown prize fight.
18. Rudyoff's horses.
19. Henderson balancing act.
20. Clown crazy number.
21. John P. Delors.
22. Concert with Princess Tanit Ikae, East Indian Hindu mystic, and company.

of cubs. They were delivered Saturday (30) by Bert Mayo. Show will winter in Palm Springs at the close of the season.

The Program (Reviewed March 29, Monrovia, Calif.)

C. R. Montgomery was originally a circus fan who started getting circus professionally by displaying camels and the like at his milk farm in Oregon. Last year was his first attempt to take a show on the road and the results were not too hot. However, with his show this year he has a commercial brand of entertainment designed along informal lines.

Cal Hicks is announcer and equestrian director. He is putting his recent experience (1944, Austin Bros.; 1945 Arthur Bros.) into the work. Only once did the show drag. This was because of half-way thru the program. It was not his fault, however. Show caught was under difficulties from the weather, rain falling, soon after the spec at 8:15. DISPLAY: The spec, "Tournament of Allied Nations." Alice Orion astride a well-groomed horse carries the American flag, with the other performers following. There is no space on the big track for this. Should be omitted until the new tent arrives. No. 3. The spec in Rings 1 and 2. The horses put 16 mules thru paces. Camels are well trained. Good for stalling act, and especially good for the kids. No. 4. Circus, Chick Dale and Alice Gutierrez. Not too funny. No. 4. Swinging ladder: Alice Orion over Ring 2 with the usual swinging ladder routine. Does well for a fill-in.

Pups Win Mitt

No. 6. Joe Ryan's walking horses in Ring 1 goes thru some fancy side-stepping for a good hand. Ring 3 is Olsen Henry's riding dogs. Besides the new pup having a good deal of Ring mitting. No. 6. Clown stunts, the old balloon trick. No. 7. Happy Henry in Ring 3 with his black-pipe. Features wheel-roll walk, juggling, unsupported ladder. New is the wire turner, with Henry in a prone position and turning over on the wire. No. 8. Ring 1 with Theresa Matchett doing web work. A roll up and down would have been a better act.

DISPLAY 5. Joe Ryan with four Shetlands in Ring 2 for a pony drill. Animals work well and tied up with a group. Puppies could have been better groomed. No. 10. Clown stunts. The old water in the pants trick. No. 11. Rolling globe. Alice Orion in Ring 1 and the Henrys in Ring 2. Map Henry takes his (Montgomery's New Layout, page 98)

Ringling Executors Mull Syndicate Plan To Buy Estate Assets

TALLAHASSEE, Fla., April 13. — Executors of John Ringling's estate are considering formation of a syndicate to buy remaining assets of the estate. Secretary of State R. A. Gray informed the cabinet. Gray, who was out of the city when the cabinet met, left a note reporting that Leonard Bisco, attorney for executors, asked him and School Superintendent Colin English to go to New York to a conference on the proposal.

Cabinet delayed action until Gray and the State's special Ringling estate attorney, Doyle E. Carlton, could be present. Gray's report said Bisco "seemed concerned first with the litigation of the codicil of the John Ringling will and second on the possibility of the executor and the attorneys forming a syndicate with sufficient financial strength to purchase remaining assets of the Ringling estate and thereby conclude the work of the executors."

Executors still hold real estate and other property with an estimated value of \$1,000,000 pending settlement of claims and debts against the estate. Codicil to Ringling's will cut bequests to Mrs. North, John Ringling North and Henry Ringling North, and turned most of his estate over to the State of Florida. Original will left only the museum and home to the State and made the Norths his principal beneficiaries.

Court interpretation of the codicil is pending, with one point of the litigation designed to determine whether it was intended to disqualify the Norths as executors and trustees.

DELANO, Calif., April 13. — Aided by clear weather, the 101 R.A. Circus drew two strong houses on Sunday (7).

Advertising in the Billboard Since 1905

ROLL OR FOLDED TICKETS	DAY & NIGHT SERVICE
CASH WITH ORDER PRICES—10M, \$7.15—ADDITIONAL 10M'S AT SAME ORDER, \$1.65	SPECIALLY PRINTED
Above prices for all wording desired. For each change of wording and color add \$2.00. Advertisers add 50c. No order for less than 10,000 tickets of a kind or color.	
STOCK TICKETS	WELDON, WILLIAMS & LICK
1 ROLL.....75c	100 ROLLS.....\$75.00
2 ROLLS.....85c	
3 ROLLS.....95c	
10 ROLLS.....\$1.00	

Write, Phone or Mail, The Weldon-Williams-Lick Co., 1000 Broadway, New York, N. Y. 10003. Order by mail, add 50c per 1000 tickets for postage.

WANTED... STADIUM SEATS

Write, Wire or Phone Us Collect

WALTER L. NEWELL, 1907 So. Broadway, St. Louis 4, Mo.

PHONE, Laclede 8223

WANT TO HEAR FROM SIDE-SHOW ACTS

for

BUCK OWENS' CIRCUS

Fire-Eaters, Punch and Jody, Scotch Highlander, Workmen in all departments. Want to hear from Bannerman, Half and Half, also Billposter.

GEO. E. FOSTER Springfield, Mo.

AVAILABLE ON OR ABOUT MAY 15

BUCK DECKER

HOTEL PARAMOUNT

46th and Broadway, New York 19, N. Y.

Circle 6-5500

New Twist By Gals

SWIFT CURRENT, Sask., April 13.—Girls of this city are getting tired of letting the men hold the spotlight by growing beards for the Frontier Days Celebration in July. Until the big event, they're going to wear their hair in braids. Maids have been growing beards since March 1.

Tex. Community Org Frames '46 Program

GAINESVILLE, Tex., April 13.—Gainesville Community Circus will resume activities, halted by the war, with three performers at Cooke County Fair here September 2-4.

Unable to obtain canvas, circus will play in front of grandstand, and in buildings for out-of-town appearances this fall. It expects to open under a new 110-foot top with three 45-foot middles in 1947.

First membership meeting since 1941 was held Monday (1) saw Roy A. Stamps, elected president; Joe M. Leonard Sr., vice-president; Cecil H. Tinsley, secretary-treasurer, and these directors: Emmett F. Curtis, G. D. Bell, Kenneth Blanton, B. A. Dilard, C. B. Stringer, J. B. Saylor, Cecil Farr, Portis Sims, W. A. Murrell, A. W. Wells, Vernon Brewer, Dr. A. A. Davenport, Joe M. Leonard Jr., Roy F. Wilson and A. Morton Smith.

Preliminary training will be given in physical education classes at Gainesville High School, and trapeze, Spanish web, aerial ladder and Roman rings have been set up in the gym.

B. D. Ford, municipal band director, has started his musicians on circus music. New 32-whistle calliope will be used with the high-school band at football games this fall.

THE HEBELER SHOPS
P. O. Box 58 Bloomington, IN

THE ENTERTAINMENT WEEKLY

Follows Old Dobbin

PHILADELPHIA, April 13.—Dwindling passenger revenue and increasing cost of operation make it impossible for the Fairmount Park Trolley Company to continue, Norman S. Alexander, president and general manager of the line, said at a public hearing on the company's plans to discontinue service.

Trolleys, which are 50 years old, were principally used to haul passengers thru Fairmount Park to Woodside Amusement Park, located in the heart of the city-owned greensward.

Woodside is serviced by trolley cars and buses and hardtop would result if the park line ceases operation.

Alexander said that between 1926 and 1945 the number of passengers carried on the line line decreased 65 per cent.

In the past 20 years the average loss has been \$19,890, he said, and estimated losses in 1946 will total more than \$63,000.

Woodside Opens For '46 Season

PHILADELPHIA, April 13.—Woodside Park opens its season today. All amusements and attractions will be open every night and weekends until May 24, when park begins daily operation. Among new features are the Looper.

Regular attractions include Jack Stead's Kiddie Hour every Sunday afternoon; Free Sunday Concerts featuring popular talent, and fireworks every Friday.

Jack Stead, beginning his 15th season here, will audition 30 children every Sunday afternoon in Sylvan Clair Shores. Manager Harry Stahl announces.

Park operators are lining up special days for local business concerns. Tickets are given away thru local dealers where tie-up products are sold. Large ads are being used in all new papers planning opening.

Large ads are being used in all new papers planning opening.

Marliss Office Manager

At Jefferson, Detroit

DETROIT, April 13.—Harry Harris, recently discharged from the army, has been named office manager at Jefferson Beach Park at Saint Clair Shores. Manager Harry Stahl announces. Park will be reopened after being closed two years.

Harris, formerly with Eastwood Park here, will manage the World of Pleasure and other shows. He has been assistant to Bernhard Roberts, secretary of the Michigan Showmen's Association, since leaving the army.

Knoebel Spending 20G

On Grove's Improvements

ELYSBURG, Pa., April 13.—Owner H. H. Knoebel has spent over \$20,000 to put Knoebel's Grove in shape for opening here May 30. New Stratoplane has been erected. Additional amusements, new Sportland bandstand, new Dodge and new and heavier lighting and power system are being built.

Knoebel will have his sons, J. B. and H. H. Jr., with him this season.

Jantzen Beach Opening Ahead Of '45 by 20%

PORTLAND, Ore., April 13.—Jantzen Beach, despite rainy weather, opened for the season last weekend (5-7) with a gate 22 per cent above last year's opening for a new high for the resort, says Paul H. Huedephol, manager.

Huedephol hands much of the credit to the Dick Jurgens dance band, which in three days drew 4,075 paid admissions at \$1.75 a copy. Band had been away from the park eight years but had lost none of its drawing power, said Huedephol. Jurgens was signed for nine-day billing this time.

Jantzen opened with 50 per cent of its games new from a year ago, including a new shooting gallery, and Huedephol was especially loud in his praise of the nylon wheel, with its black light. Among the rides, he has bought a new Doggem, which will replace the Scooter when it arrives, and a new Spitfire.

Contract has been signed with George A. Hamid for appearance of the California Queens, high act, for two weeks beginning Monday (22).

Park has let contract to rebuild the track for midget auto and motorcycle racing, spending about \$25,000 on the project. It includes enlargement of the grandstand from 3,500 to 5,000 capacity. Race concession is operated by Bobby Rowe. Swim pool will open May 11.

Bates Heads Ride Assn.

LONDON, April 13.—A. Bates was named president of Amusement Rides Association at the annual meeting in Black Boy Hotel, Nottingham. Other officers named were J. C. Proctor, vice-president; John Farrar, treasurer, and Harold Moody, general secretary.

Ex-G.I. Joes Help Riverside Set New Opening-Day Mark

AGAWAM, Mass., April 13.—EX-G.I. Joe is really serious about this midday year. A holdout from the funds during the war years, he has returned eager for fun and well-heeled to lay it on the line for what he calls the 30 mark. That is the opinion of Ed Carroll, owner-manager of Riverside Park here, which bowed for the season Saturday (6). Carroll reported the discharge button boys were as conspicuous as incandescents on the midway and they helped set a new record opening mark.

Altho the mercury soared down to 40, the 30 mark, dance hall, enclosed with portable shutters and sans any heating system, was jammed for Woody Herman and his cross was up 43 per cent over Herman's appearance last season and against a June date at that. Carroll is going after dance biz on basis of opening and has booked 30 mark for April 27 and George Paxton May 4. Herman priced at \$2 per person including tax.

New Games Set Highs

New games, operated for first time by Carroll, set new highs. All game stands have new flashier ideas which caught on immediately.

Horwitz Wins Point In Legal Battle To Operate Motor City

DETROIT, April 13.—Season started in a small way here Sunday (7) with the opening of Motor City Park, West Side miniature operated by Victor Horwitz, following temporary settlement of legal obstacles that threatened to keep it closed.

Considering the rail and bus strike and cool weather, business was good, Horwitz said. Spot is opposite the largest city-owned park, and business was entirely dependent on private car transportation.

Legal difficulties arose last year when a neighborhood association sought to stop the park's operation. Horwitz has been operating under a temporary injunction. He secured a 90-day stay in December from the Circuit Court, but was unable to secure an extension. Last week he appealed to the State Supreme Court, securing a further stay until the case is ready for trial.

Caracas Folds for Season

CARACAS, Venezuela, April 13.—Coney Island, Caracas's largest amusement park, has closed for a few weeks after a successful season. Some of the rides are being set up in plazas around the city and in suburbs to keep them in operation until funspot is reopened. Meanwhile, all equipment will be given an overhauling and considerable paint will be splashed around. Some new rides will be brought in from the States if they are available in time for reopening.

Rink, Arcade for N. C. Spot

ASHEVILLE, N. C., April 13.—Skating rink and a Penny Arcade will be new features at Recreation Park here, according to Harry K. McDonald, manager.

Ex-G.I. Joes Help Riverside Set New Opening-Day Mark

Carroll has set a policy of passing out high quality merchandise and the idea has met with quick public acceptance. Added new feature, caught on fast. Ride has an unusual front of rustic design and feature was introduced with much fanfare, including contest for naming of ponies, which is drawing thousands of names. Contest awards will be made Mother's Day.

Takes Big Chance
Carroll takes a long shot every year opening against odd New England weather with an early date. This marks seventh straight season park has got off to excellent start. Policy of operation will be for weekends only this month. Starting May 4 park will be open daily. Bowling, skating, and restaurant remain open nightly thru April.

Opening was preceded by strong ad campaign under direction of Harry Storin. Emphasis on newspapers was keynote. Second phase of campaign started this week and will have new flashier ideas which caught on immediately.

Seek To Have Site Razed

Odds are spot is now in last year—concessionaires, ops apprehensive about future

VENICE, Calif., April 13.—Venice Pier is engaged in the toughest battle in its 40-year history—a struggle for its very existence. Odds are the Pier is now in its last year as an amusement center.

A stiff political fight is now under way to have the pier razed on the grounds that it is unsafe. Even if it is not declared unsafe, battle leaders say, spot will have to go anyway when, and if, the proposed new coast freeway is built.

Issues Confusing

Issues involved are confusing and the uncertainty of the pier's future makes amusement device operators and concessionaires wary of spending for improvements. Too, there is nothing to attract new enterprises under present conditions and many books and shows are shuttered. Atmosphere is one of general discouragement and apprehension.

Nearly all concessionaires and operators report heavy falling off of business during the last six weeks, due to unfavorable newspaper publicity stemming from the rumor the pier is unsafe. Inclement weather the past few weeks is another important factor.

May Be Years Away

Optimists at the pier point out it may be years before the proposed new freeway is built. They feel if they can lick the condemnation proceedings, the pier may get a new lease on life. They say the season never gets in full swing until after May 1 and the present poor business is not necessarily a sign the coming summer won't show profit.

Not even the most optimistic, however, are buying so much as a gallon of paint to touch up show fronts and booths.

Oaks Spot Opens Three Rides for Roller Fans

PORTLAND, Ore., April 13.—Oaks Amusement Park, preparatory to season's opening in May, opened three rides Friday, Saturday and Sunday nights (5-6-7) for crowds flocking to roller rink, which was open all winter. Rink, however, has been packing down in all winter, with biz on upgrade each month.

"Business the last six months at the rink has been up 20 per cent," says Manager Robert E. Bollinger, in contrast to other entertainment lines, which have unlimbered the crying towel with departure of war industry workers. "We can't account for it unless it is the number of returning veterans," Bollinger said.

Philly Zoo Adds Animals

PHILADELPHIA, April 13.—Eight animals were dispatched to the Philly Zoo Sunday (7). "We can't account for it unless it is the number of returning veterans," Bollinger said. Under an agreement with Woodland station was given first option on buying a hairy eagle, a pair of king vultures, a Toucan, an ant-eater, two box constrictors and a Cebus monkey.

Royal River Getting Sack Publicity From Paper on Contest

UPPER GLOUCESTER, Me., April 13.—H. I. Small, manager, Royal River Park, newest local sports and amusement center, is getting plenty of publicity in *The Portland Press-Herald*.

Small decided to stage a Miss Maine Cheerleader of '46 Contest June 1, and *The Press-Herald* sports department is running pictures daily of the various contestants.

Park, which opens May 30, will have A. M. A.-sanctioned motorcycle races opening day, in addition to band concerts, baseball games and a dedication ceremony.

Park will have restaurant, Penny Arcade, dance casino, snack bars, boating, horseback riding, picnic areas, playgrounds, archery range, Merry-Go-Round, kiddie park and outdoor movies.

In addition to the cheerleader contest, other special events billed thru the season include speedboat racing, Anderson & Traister Circus, fireman's muster, rodeo, auto thrill show, horse show, New England Hobby Show and Howard Dutton's Aeroplane Thrill Show.

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3 Million People — 2 Top Ballrooms — Name Bands
Swing Shift Every Week

Want Rides and Concessions capable of getting real money. Concession Men, come prepared to build your own thousand dollar building.

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RABBIT RACER
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IN STORAGE, BALTIMORE, MD.
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While Strolling Thru the Park

John Ficht, owner-manager of Lakeside Park, Storm Lake, Ia., is right in these pitching to help in the job of rebuilding sport's Cobblestone Inn. The other day a visitor found John outside a tractor working right along with the boys. Although dancing continues in the inn, dining rooms will not be ready until Labor Day. John recently was a visitor in Chicago for the Trailer Show and plans to return for the Boat Show.

Roy Warfield, who for years has had a financial interest in Lakeside Park, Sioux City, Ia., is taking an active interest in the sport this year. He, together with Roy and Sam Pickus, owners of the Coaster and Funhouse at the park, plan an expansion program. Improvements call for a new Dodge, new Century Flyer, miniature train and new paving. They also plan to add two more rides. All fronts will be dressed up. A boxing arena, seating 4,000, and reconstruction of midjet auto racing also are contemplated. As soon as building materials are available all reconstruction and game buildings will be razed and fireproof structures will be erected. New tile school building already is under construction. Milton Fullis is no longer connected with management of the park. A new manager will be named soon.

At Peony Park, Omaha, Joe Malek is supervising a force of 60 carpenters in the work of adding 17,500 more feet of floor space to his ballroom. Expansion has pushed walls out on three sides and structural effects of artistic tile, indirect lighting, glass brick, etc., will cost about \$100,000. In addition, Malek is starting a housing development across from the park property, with 65 homes scheduled for completion this year.

Paul Ekay Storin, son of Harry Storin, Riverside Park, Agawam, Mass., made his debut as an actor at Providence March 22 in the Rhode Island School of Design Theater. Student production was *Outward Bound*, and Mr. and Mrs. Storin were there to root for him.

Max (Wannie) Berkowitz, concessionaire, Eastview Park, Detroit, has returned from Florida. . . . Harry Paszkow, concessionaire, recently discharged from the army, is ill with pneumonia.

Ed Carroll and Happy Storin represented staff of Riverside Park, Agawam, Mass., at funeral of Thomas E. Morrissey's father at services in Charleston, Mass., April 8. . . . Sgt. Harry Storin Jr. was up from Wash-

ington for opening of Riverside Park, Agawam, Mass. He met his buddy, Jim Farley, Cambridge, Mass., at the Woody Herman dance. Last time they saw each other was on Broadway in the Pacific. . . . Mrs. Woody Herman made one of her rare public appearances when she came from New York to be with her husband at Riverside Park opening. She brought along a party of friends. . . . Ed Carroll has been elected a member of the convention bureau, Springfield, Mass., Chamber of Commerce.

Pro High Divers Clash In 2d Palisades Meet

NEW YORK, April 13.—Palisades (N. Y.) Amusement will sponsor the second World's Championship High-Diving Contest this summer after a wartime lapse of six years. Dates and prize money will be announced later.

Bert Nevins, of Bert Nevins Associates, Palisades publicity director, originator of the contest, is contacting divers for their participation. Contestants will be drawn from the professional ranks only.

Approximately 25 men and women competed in the first contest, which was by Capt. Sol Solomon with a dive, estimated at 122 feet, into a tank.

Krillow Spends 350G On H. Johnson Eatery

ATLANTIC CITY, April 13.—Frank P. Gravatt, former owner of Steel Pier and owner of the block opposite the amusement structure, has leased 200,000 square feet to Jimmy Krillow, who will install a \$350,000 new restaurant. Gravatt also is reported planning to combine two of his hotel properties, Lafayette and Colonial, which adjoin one another, into one structure. He recently bought the latter building.

Predict Upswing in Biz At Columbus's Zoo Park

COLUMBUS, O., April 13.—Leo and Elmer G. Hancin, owners of Zoo Park here, predict that business at their funspot will be up 20 per cent over a year ago "because we are booking picnics this year." Last year they were unable to do so because of the manpower shortage.

Park will have a new Whip, frozen custard stand and Funhouse with neon lighting. Penny Arcade has been enlarged.

May 1 Debut for Happyland

VANCOUVER, B. C., April 13.—Happyland Park here opens May 1. Last season all attendance records were broken. Gordon Whiteway, press agent, says the ballroom, which opened some weeks ago, is doing sock business.

Paper Backs Hippo Drive

FORT WORTH, April 13.—The Fort Worth Star-Telegram has announced that it will receive donations to buy a hippopotamus for the municipal zoo at Forest Park. About 25 years ago The Star-Telegram raised a fund to buy the first elephant for the zoo.

Pavilions for Triton Beach

MAYO, Md., April 13.—Used the last four years by the armed forces as a recreational area, Triton Beach will open to the public this year. Three picnic pavilions have been constructed. Raymond W. Kalb is manager. Beach opens May 30.

AC Racing Assn. Granted 42 Days

ATLANTIC CITY, April 13.—The Atlantic City Racing Association will operate 42 days of racing this year under dates assigned to the resort track by the New Jersey State Racing Commission. Dates are July 22 to August 17 and September 16 to October 5.

Chairman John Rogers, of the Commission, said this year's date was set in 1947. Results this year will determine future action, he said.

John B. Kelly, president of the Atlantic City track, said his organization was disappointed at not getting any dates over holidays.

Md. Spot Adds Swim Lockers

NNAPOLIS, Md., April 13.—Additional lockers have been added to the bathhouse at Beverly Beach here, making a total of 8,500 lockers. Beach, managed by Edgar S. Kalb, opens May 30.

QUICK DISPOSAL AMUSEMENT PARK EQUIPMENT

Blacktop, 5 M. Bents, 15-25-28 Hips	
500 Park Bench, 6, 10', 12' Pk	\$ 1.00
FL	
400 Outdoor Folding Chairs, Ea.	2.00
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O.E. Motors, AO 7 1/2, 15 H.P. Cowl, Baltimore Lighting System, Nine Yard-Club Order Chaises, cost \$8.00, sacrifice	1,000.00
312' Van Vleet Van	
Complete Centrif. Pump with 6 1/2" pipe	
12 5/8" Galley 4-Slide Elev. Fan	40.00
Conditioning Equipment, Ea.	10.00
Complete Rabbit Game	100.00
Ref-E-Ball Game	150.00
60 Band Etern. Parkers, Ea.	8.00
60 Outside New Regal Seating, Ea.	1.80
2M Red W. Lamp, Ea.	.06
Wheels, Rollers, Many Other Items	

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20 RITECRAFT "SCOOTA BOATS"

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17-Car Portable AUTO SKOOTER

1940 Model Cars

Good Shape

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WILL PAY CASH
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WRITE OR WIRE PRICE AND MAKE
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FOR SALE—SWAN BOAT
Carrying twenty-six (26) passengers, powered by Model A motor, fully converted with Joe's Reverse Gears.
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OPENS APRIL 5TH
Booking Concessions and Rides Now.
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MINIATURE TRAINS
Steam or Diesel type, streamlined or super-detailed, gas driven, adults or children; 25 pass. model, 10' track, \$2,400.00. Order now for May delivery. Includes with photos. \$1.00; bill retained first year.

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DARK RIDE ILLUSIONS
UNDER THE LITE—BRIGHTLY
Also for Funhouses. 5'0" to 13'0". Will increase receipts.

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Wildly and Adult Rides and Concessions. Outdoor attractions to operate on Park permit. May 80 to Sept. 1. Will pay large percentage or adv.

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GOOD USED RIDES
Or Have You Any To Sell?
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STREAMLINE MINIATURE TRAIN
500 Ft. Train, Model A Motor, one 12-Passenger Coach. First \$1,000 plus N. P.O.B. Ardmore, Pa.
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WANTED—LARGE KRON OR TOLEDO
PLATFORM SCALE
Must be in good condition
Wiro JEFFERSON BEACH PARK, St. Clair Shores, Mich.

MINIATURE GOLF
Want the Name and Address of Any Firm Supplying Complete Miniature Golf Courses, or Equipment and Plans for Constructing Courses of This Kind. Send All Particulars to
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Will Give Best Proposition to Merry-Go-Round, Kiddie Rides, Etc.
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Equip your tables with our new improved, everlasting Positive Contacts. Send \$2.50 for sample set of 18 contacts. We also make contacts for Fascination, Five Star and all game games.
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Weather Plagues Ocean Park Pier

OCEAN PARK, Calif., April 13.—Bad weather, especially on week-ends, has kept crowds from Ocean Park Pier the last six weeks. Despite this, ride operators and concessionaires are optimistic.

Current freeze on building has dampened several contemplated projects, including erection of a large building on the strand near the pier entrance. This property, formerly an auto park, was purchased by Nate Schur, owner of several beach bars and tango parlors.

He planned to erect a modern structure to house stores, concessions and a tango parlor. Lot now is for lease to concessionaires who, it is reported, may erect small buildings not to exceed \$1,000 each, in accordance with the new regulation.

A Sky Ride, operated by Edmund Martine, has been added.

Downs Amusement Spot Plans Opening May 25

ST. LOUIS, April 13.—Downs Amusement Park, owned by Glick Real Estate Company, South St. Louis is being painted and redecorated for opening, May 25.

L. Brendal Jr. is lessee and manager and Harry Wald will have the concessions. Johnnie Cook's orchestra will provide the music at the Pavilion nightly, with a matinee on Sundays. Park will be minus rides, owing to inability to obtain first-class equipment. Vade acts have been booked for Fridays, Saturdays and Sundays.

Skating rink will be under management of Forest Gill.

Walled Lake Bows April 20 For Week-End Operations

DETROIT, April 13.—Walled Lake Park, open for week-end trade starting Saturday (20), Robert K. Templeton, promotion and concession manager, announces.

This is an earlier date than originally planned by Fred W. Pearce, operator.



Extraordinary OPPORTUNITY

3 brand new double booth, manually operated, recording studios exactly as pictured above. Cabinets of natural finish walnut veneer and maple. Seeburg recording unit—5 tube amplifier—adjustable floor mike—all of highest grade. Record 6 1/2", 8", 10", 12" discs. Ready for operation—and highly profitable! \$950 Ea. (1/2 cash with order), F. O. B. New York. Remember, only 3 available . . . (brand new). First come—first served!

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OPENS MAY 11TH SEASIDE PARK VIRGINIA BEACH, VA.

POP CORN MAN AND WIFE Salary and Percentage New Equipment	GLASS FUN HOUSE OPERATOR
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RIDE HELP IN ALL DEPARTMENTS GRIDDLE AND COUNTER MEN Living Quarters Available	

WANTED WANTED WANTED MORRIS POSNER AND MEYER HAMBURG Present this season at Coney Island, N. Y. C.

WONDERLAND
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Truly the Largest and Most Beautiful Side Show in This Country
WANTED—Freaks, Novelty Acts, Living Oddities, etc. Also Talkers for Front; must be capable. Want Attractive Girls, experience unnecessary.
GOOD PROPOSITION TO CAPABLE PRIZE CANDY PITCHMAN
When replying state all about yourself and mention salary.
Write WONDERLAND
1216 Surf Avenue Coney Island 24, N. Y.

Freeze Trails Hep Planners

Midwest fairs to show considerable improvements—
Dallas, Topeka in front

KANSAS CITY, Mo., April 13—Despite the government freeze on construction, many of the fair plants embraced in the Midwest Fair Circuit will look vastly different this year, it was revealed at the meeting of fair executives here Wednesday (10).

Most of the anticipated construction programs originally planned this year have been set aside until such time as the government freeze is lifted and there is an ample supply of good material and labor.

However, fair executives, who had initiated part of their reconstruction program or had obtained materials or are using non-essential materials, will push their projects. Some have completed changes.

Some Landmarks Missing

Landmarks at some of the annuals will be missing. Lloyd Cunningham, manager, Iowa State Fair, Des Moines, reported, for instance, that the Roller Coaster, long a feature at the fair, is being torn down. Last year it, which was the last year the fair was operated before the army moved in, the Coaster, Cunningham said, had deteriorated to the point where it was no longer believed safe. Some of the lumber will bring a high price in the current used-lumber market.

Coaster has been owned and operated by a group which included Ralph Hewphill, secretary, Oklahoma State Fair, Oklahoma City. Hewphill revealed he is making efforts to obtain tents as a temporary replacement of the livestock building destroyed by a tornado. The 170 foot by 275-foot structure, which was built of wood, with steel supports, went before the winds in '45.

Hewphill also revealed a move is on in Oklahoma City to obtain a new site and build a new fair plant. Present plant is too small in area. Construction of 160 acres, only 120 are of use to the fair, the remaining 40 consisting of swampland. The land, however, bears a high value because it has a great oil-producing potentiality. Only three of the buildings on the present site have any substantial value, Hewphill said.

Will Float Bond

Move in Oklahoma City is to float a \$3,000,000 bond issue by the city to buy a new site and build a new plant. A 26-acre site on the south-west side of the city is proposed. Texas State Fair, Dallas, will present some notable changes. Early planning and acquisition of materials and the use of some non-essential material make possible the changes.

Roy Rupard, vet manager, pointed out here, that the amusement park has been quadrupled in size and now embraces an area 205 feet by 800 feet. Midway area is operated as State Fair Park during the outdoor season when the fair is not in operation, and this year, in addition to an increase in size, the area will offer many changes. Rides have been increased to 26, as against 12 in previous years. Numbers in some of the new features are Spittie, Laff in the (See Freeze Pts Chll on page 80)

Farmers in Financial Cover; Big Year for Tillers Forecast

WASHINGTON, April 13.—Farmers will be holding as much, if not more, money this fair season as they held during the record and profitable war years, according to advance forecasts by United States Department of Agriculture. At this writing the weather, affecting the farmer through the growing season, forms the only unknown quantity, just as it proves worrisome and unpredictable to fair managers.

Because the additional chore of preventing starvation in other nations through the world has been tossed into the lap of the American farmer, he is being urged to plant an extra 10 million acres this year. Government price supports, in effect for the sixth year, protect the farmer from the danger of rice decline due to over-planting. His income will depend only on the number of acres he can till and harvest. Ex-service-men, with a rural background, returning to farms, can account for more acreage.

Eager Market

Crop predictions, viewed sectionally, compare favorably through the country. There is a ready and eager market for every crop ranging from tobacco to vegetables, but increased production on any level deemed attainable will still fall short of satisfying the demand. There still won't be enough grains for beverage alcohol.

Food and feed grains produced in the Middle West will equal previous record harvests. Demand for the South's tobacco is exceptionally strong as prices remain at a record high. It is expected that the United States will equal or surpass the 900 million dollars it earned in 1945. Over 200

million meat animals, including an increase of two and one-half million hogs over a year ago, will earn top prices for the nation's ranchers. Fruit crops will equal the eight million tons harvested last year.

Big Year Seen

Come fair time the farmer will have plenty of money to spend. But with only a few months to go before harvesting it looks as tho the only thing he'll be offered in unlimited quantity will be entertainment. Now as during the war, there is a definite shortage of farm machinery.

Hunger of the nation and the world cannot be satisfied with a single year's crop. That means a continuation of record planting for several years, with high prices being maintained by the continuing demand.

Eleet Turner Secretary Of Elmira, N. Y., Annual

ELMIRA, N. Y., April 13.—Robert Turner has been named to succeed the late H. Ward Kinley as secretary of Chemung County Fair here. G. A. Turner was named race secretary for his 25th term and E. L. Hardeman was named treasurer for his 20th term at a recent election.

Other officers re-elected were Thomas B. Bowby, president, and Frank Wigsten, vice-president. Directors are August Bolcher, Frank Bly, G. A. Turner, Anson Saunders, Stanley Roberts and Harry Sow.

Hollingsworth Named Proxy Of Revised Indiana Exent

INDIANAPOLIS, Ind., April 13.—Max Hollingsworth has been named president of the Ohio County Farmers' Fair Association, reorganized group which will revive the Ohio County Farmers' Fair, suspended during the war years. Dates have been set for August 14-17.

Other officers are John Huron, vice-president; A. W. Siekmann, treasurer; Roy Gibson, secretary; Richard Fancher, grounds, and Ralph Fecure, advertising manager.

Detroit World's Fair Project Still Alive

DETROIT, April 13.—Detroit's projected World's Fair, which gained plenty of publicity last summer, is still a possibility, a check at the committee headquarters here shows.

A final report on the possibilities and costs of such an event is expected within the next two months.

Possible spur to an earlier decision is predicted because of the announcement that London is setting a World's Fair date for 1951.

Stebbins Quits Racing; Is Garden House Manager

NEW YORK, April 13.—Walter Stebbins, eastern big car and midjet race promoter until joining military intelligence, announced that he has retired from the promotion field to accept a position as house manager of Madison Square Garden.

Stebbins, associated with the Garden, attained the rank of major in the service and was honorably discharged last February.

Miss. To Run State Annual

Legislation creates commission — appropriates for construction, operations

JACKSON, Miss., April 13.—Mississippi is to have a State fair here, it was announced following action by the Legislature and the governor in enacting and signing a bill creating the Mississippi Agricultural and Industrial Exposition Commission as the agency which will operate the fair.

Legislation calls for the naming of seven members to the board. They would be the commissioner of agriculture to serve as chairman; director of extension service, president of the livestock association, director of vocational education, a representative of the State Association of Farmers, representative of the agriculture and industrial board and a representative of the Jackson City Commission. Members will serve four years without compensation.

As a result of this action, the Jackson-sponsored fair will be abandoned. Sixteen years remain on the city's lease of the grounds from the State, but it is understood that city officials have agreed to relinquish the plan of erecting a new fair in the acquisition of the grounds. The fact that the Jackson club in the South-eastern Baseball League holds a lease with the city for use of the ball diamond, located in front of the grandstand.

Legislature, in addition to creating the commission, has made an appropriation for \$75,000 to be spent on erecting buildings which may be recommended by the commission, and \$15,000 for operations.

Creation of the commission will not affect operations of district fairs, the bill specifically states.

Present fair plant is greatly in need of repairs and new construction. The latter, however, will await a removal of the government ban on this type of construction and availability of materials.

Last week W. R. Cannady, Meadland, was named president of the Mississippi Association of Fairs, which will be representative of the commission. Other association officers are E. E. Deen, Hattiesburg, first vice-president; Carroll Gartin, Laurel, second vice-president, and J. M. Dean, Jackson, secretary.

Red Deer, Alta., Spending \$5,500 for Improvements

RED DEER, Alta., April 13.—Red Deer Agricultural Society and this city will spend \$5,500 on the fairgrounds as part of a five-year plan to rebuild the main buildings and generally improve facilities.

Grounds are owned by the city. Fair board is to supply \$1,500 of this year's fair's profits as its contribution, while the city puts up the remainder.

Lincoln, Neb., Contracts Barnes-Carruthers Unit

LINCOLN, Neb., April 13.—Nebraska State Board of Agriculture has closed with Barnes-Carruthers Theatrical Enterprises, Inc., Chicago, for latter's N. and L. unit.

Deal for grandstand show was closed here Monday (1), with Ross Liebman representing the B-C outfit.

HEARST MODERN EXHIBITS

Envelope to FDR From 1944 Calgary Stampede Nets \$100

CALGARY, Alta., April 13.—Stamped and canceled envelope, mailed from Calgary Stampede post office on the fairgrounds in 1944, to Franklin D. Roosevelt, brought \$100 when it was auctioned in New York during the sale of the late President's stamp collection.

Envelope, with the special Stampede cachet, was mailed in Calgary by Ernest A. Kehr, stamp editor of The New York Herald-Tribune, when he was visiting here.

This year a special die will be used in the letter-cancellation machines at the Calgary Post Office to advertise the annual.

Montreal Exhibitions Under Probe by City

MONTREAL, April 13.—Due to criticism from aldermen dissatisfied with the revenues from Provincial Exhibitions held at municipally-owned fairgrounds, city council has formed a committee of aldermen to investigate the management of the exhibitions and report findings to Quebec authorities.

At a recent council meeting, one alderman told the administrative committee he was "surprised" at the small surplus of \$3,000 to \$10,000 because of the low rental of the grounds. He added that the city would collect more if it watched the exhibitions more closely. Another council member declared that, in his opinion, high amusement taxes were responsible for the low profits.

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After War-Time Closing

**LYCOMING COUNTY
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August 25-29-30

HIGH CLASS CARNIVAL CO.

at the 45th Appleton City, Mo., Fair, Stock
and Poultry Show, Write
C. B. CLARK, Secretary
Appleton City, Mo.

Attraction Reps In Big Turnout

Midwest Circuit gets big attendance from peddlers—
Okla. City closes for show

KANSAS CITY, Mo., April 13.—Everybody in the attraction-peddling field it seems, was here for the Midwest Fair Circuit meeting Wednesday (10).

It was a far cry from the old days when four representatives, one each from the grandstand attraction, fireworks, auto racing and thrill show field, attended.

Barnes-Carruthers was represented by Mike Barnes, Sam Levy, Fred Kressman and Rube Liebmey. Boyle Woolfolk office was represented by Boyle Woolfolk and George Flint. Ernie Young, of the agency bearing his name, was also on hand. All were bidding for grandstand contracts. Tom Drake, of the Drake & Truax office, was also around, but just visiting.

Oklahoma City Buys

Only one fair contract was closed. That was Oklahoma City, which went to the Barnes-Carruthers office. Hutchinson didn't act until the following day, when the State Fair board met at Topeka and contracted to show thru the Barnes-Carruthers office.

Some of the annuals had previously closed for their grandstand shows. Still open are Topeka, Kan.; Muskogee, Okla.; and Shreveport, La. Last named was represented here but business kept William R. Hirsch, manager, in Shreveport.

Frank Winkley and Jerry Marlatt were on hand, representing Winkley's All-American Thrill Show and Motorcycle Races, and Lee Overland represented Jimmie Lynn's Death Dodgers. Winkley's org took all contracts closed at the meeting, signing Hutchinson, Topeka, Muskogee and Oklahoma City for a total of 10 shows of either thrill or motorcycle races.

Each Take Two

Caylord White and Al Sweeney (National Speedways) and John Sloan represented the auto race field. The White-Sweeney org closed for three days at Hutchinson and two at Muskogee, while Sloan drew three days at Topeka and two at Oklahoma City.

Others on hand from the attraction field were Frank Duffield, Thearlefield Fireworks Company; Tommy Thomas, Royal American Shows, who was visiting; John A. Guthrie, Grand Nations Rodeos, Inc., and Mary Jane Burns, Collette Moore Doll House. Also noted were George Bush and C. G. Laube, grandstand concessionaires.

Kingman Speaks

Frank Kingman, Brockton, Mass., secretary of the International Association of Fairs and Expositions, attended the meeting and spoke on the 20 per cent federal front gate tax and discussed possible efforts to have it repealed.

Representing fairs were: Ozark Empire District Fair, Springfield, G. B. Boyd; Missouri State Fair, Sedalia, Roy S. Kemper; Iowa State Fair, Des Moines, Lloyd B. Cunningham; Minnesota State Fair, St. Paul, Harry J. Frost; Nebraska State Fair, Lincoln, Edwin Schurz, and A. Russell; Kansas Free Fair, Topeka, Maurice W. Jencks, Clyde Lane, Mrs. Lila Crow and Gladys Coleman; (See Reps Turn Out on page 80)

Dog Races, Betting For West Canada

REGINA, Sask., April 13.—Greyhound racing will make its initial appearance at several Western Canadian fairs this summer.

Promoter Maurice Williams, Regina, has signed Brandon, Class B Class A Circuit, and some Class B spots. There will be pari-mutuel betting.

Pacific National Seeks Cash for Ground Damage

VANCOUVER, B. C., April 13.—Pacific National Exhibition (formerly Vancouver Exhibition) has asked the Department of National Defense to open negotiations for settlement of depreciation to buildings and property incurred during its four-year occupancy of the Hastings Park Exhibition grounds.

John Dunningham, chairman of the negotiations committee, states wear and tear on buildings and property has been tremendous. A clause in the agreement with Ottawa stipulated that the property and buildings would be returned in condition equal to that at the time of taking over.

Farm Group Opposes Sale Of Victoria, B. C., Grounds

VICTORIA, B. C., April 13.—Opposition is developing to Victoria council's plan to sell Willows Fairgrounds, where the annual race meeting and fall fair are held. Agricultural branch of the Craigflower District Civil Defense Guild has passed a resolution urging council to reconsider its decision.

Guild points out that the fair is an important factor in developing livestock and promoting good crops. There are no other facilities for holding the annual which serves the southern part of Vancouver Island.

Units Slated For Midwest

Texas State designer closes deal which will supply traveling display to circuits

KANSAS CITY, Mo., April 13.—Executives of Midwest Fair Circuit, meeting here Wednesday (10), moved to modernize and increase commercial exhibits when they agreed to a proposal by Horace Black, for 12 years in charge of exhibit designing at Texas State Fair, Dallas, whereby Black would prepare a modern display section to travel from fair to fair.

Exhibit unit would embrace the latest principals in display design, Black told fairmen, and would serve to break away from traditional fair booths.

Set Up Circuits

Idea is to make effective use of fair throngs by spreading flow of traffic and giving maximum opportunity for all exhibits to command attention. Only by breaking the line-up and by varying them in size and appearance can successful exhibit results be obtained, Black said.

Plan will have Black design and build two identical units. These would be routed over the Midwest Fair Circuit. Due to conflicting dates, one will go to fairs at St. Paul; Topeka, Kan.; Oklahoma City and Dallas. Other will go to Springfield, Mo.; Des Moines; Lincoln, Neb.; Hutchinson, Kan.; Muskogee, Okla., and Shreveport, La.

Due to other conflicts, a third unit may be built for fairs at Milwaukee, Sedalia, Mo., and Fort Smith, Ark. (See Traveling Displays on page 80)

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Aug. 21-24, Inclusive
Hairs at Hicknell and Lyons the preceding and
following weeks. Make three in one. Write
JAMES QUILLIAM, Geneseeville, Elmhurst, Ind.

8-21. Jim Tomlinson.
 9-10. W. F. Lott.
 9-11. Wayne L. Smith.
 9-12. W. F. Lott.
 9-13. W. F. Lott.
 9-14. W. F. Lott.

Green Lake—Oreco Lake Co. Junior Fair.
Aug 1-3. W C Voskin.
Rice Lake—Barron Co Agri. Fair Soc. Aug
15-18 L R Gilbertson
Wausau—Sauk County Fair and Soc. Aug 22-24

ARMSTRONG, B C—Frank Chaveaux, of Okanagan Landing, has been re-elected president of Inter-Provincial Exhibition.

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600 To Vie for Top Spots At Cincy RSROA Regional

DETROIT, April 13.—About 600 top-ranking State winners for the RSROA-USFARS Great Lakes Region are scheduled to participate in the regional championships to be held under auspices of the Ohio Chapter, RSROA, at Sefferino Rollerdrome, Cincinnati, May 1-11. The regional event is doubly important this year because of increased interest in competitions since the end of the war.

Full contingents of competitors from Illinois and Indiana are assured. Illinois championships were held at the Arcadia, Chicago, March 27-April 5, and the Indiana championships at the Rollerdrome, Indianapolis, April 3. Yet to be decided are the Ohio and Michigan meets. Former is scheduled for Rollerdrome, Cleveland, April 16-18. Michigan competition will be held at Arena Gardens and Arcadia, Detroit, April 23-25. Entries from Wisconsin and Kentucky are also expected.

State competitions have screened out competitors to an eligible limit of 120. In turn only 120 place-winners of the Great Lakes Championships will be eligible to enter the RSROA-USFARS Nationals to be held at Gay Blades, New York, June 24-28.

C. V. Sefferino, in charge of Cin-

Kiwi Rollery Assn., RSROA in Alliance

DETROIT, April 13.—Announcement of a formal alliance between the Kiwi Roller Skating Association, Inc., and RSROA was made this week by Fred A. Martin, secretary-treasurer of the latter organization, and confirmed by George S. Bright, NZRSA secretary. NZRSA is the governing body for amateur and professional skating in the Southern Dominion. It marks the second international affiliation for RSROA, with the Canadian organization of the same name closely associated thru numerous activities.

A project to inaugurate the new affiliation by the sending of a skating team consisting of four skaters and a manager to participate in the RSROA national championships and the second international affiliation for RSROA, with the Canadian organization of the same name closely associated thru numerous activities.

In concluding the negotiations for the affiliation, Bright said that NZRSA is happy to further strengthen its bonds of friendship with the United States by alliance of RSROA. The history of skating is somewhat the same in both countries, with the NZ Association coming into existence in 1928, one year after RSROA.

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By E. F. HANNA

HAROLD L. WOODS
c/o Nan-King Products Co.
185 E. Spring St. COLUMBUS, O.

The Billboard's VETERANS' RE-EMPLOYMENT SERVICE

Each week The Billboard publishes this classified directory of honorably discharged veterans who have had experience in show business or its allied fields, or who have talents which may enable them to get into some phase of the entertainment industry. There is no charge to anyone for this service. Prospective employers are urged to contact the servicemen whose advertisements appear here direct.

ACTRESS: 21 Army Special Services. Pre-army and post-army, comedy, dramatic work preferred. Miss L. Sells, 2418 E. Central Pl., Chicago 23, Ill. Tel. Redwood 1385. 413/3/16

ACTRESS: pre-army experience, 15 years. Ambitious, maximum. Interested in radio, stage. Mrs. M. H. 1720 N. Emporia, Chicago, Kan. Phone 4-1565. 416/7/16

ACTRESS: pre-army experience, 15 years. Ambitious, maximum. Interested in radio, stage. Mrs. M. H. 1720 N. Emporia, Chicago, Kan. Phone 4-1565. 416/7/16

ARRANGER: musical arrangements for dance bands. pre-army experience. Art corps dance bands. Willing to go in the service. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

ASSISTANT MANAGER: motion picture theater. 5 1/2 years' pre-army exp. Completed course at Theater Managers' Institute. Howard E. Brown, 216 E. 14th Ave., Kansas City, Mo. Phone 788-0. 409/3/16

BALMYNE VOCALIST: popular, semi-classical. 12 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

BARTONE: song with name bands while in navy. (Conductor, Tenor, Piano, Harp). Willing to go in the service. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

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BARMOON ORGANIST: 10 years' exp. Prof. 218. seeks opportunity. Interested in radio. Sonny Dandy, 465 Arden Rd., Newark, N. J. Phone 4-0878. 416/7/16

BARMOON ORGAN: specialist: also piano, organ, vocal. Interested civilian, army experience. Interested radio, club, retail, radio. Gary Lehr, 3 Prospect St., Boston Valley, N. Y. Phone 5-211. 416/8/16

BILLBILLY MUSICIAN: fiddle, guitar, billbilly vocals (original songs). Back location radio, radio. Retiring salary \$100 week. John A. Swine, 613 W. Church St., Champaign, Ill. 416/8/16

LEAD ALTO-SAX MAN: 8 years' dance band exp. (clarinet, m.t.). Army. Sandman (4 years). Interested radio, club, retail, radio. Peter Lombardi, 5021 65th St., Woodlawn, La. La. 9-2162. 416/8/16

LEAD ALTO-SAX: clarinet man: bass clarinet, double bass. Pre-army small combo, cocktail, radio, radio. Radio, radio, radio. Played N.Y.A.F. Symphony Orchestra, Chicago. Frank Johnson, P. O. Box 345, Wilton, Conn. Wilton 326-3. 416/8/16

LEAD TRUMPET MAN: 12 years' exp. with semi-name bands. Coast guard dance band; military band orchestra. Annie Cuthbert, 2116 Peachtree, New Orleans, La. Phone 7-7425. 416/8/16

LYRIC WRITER: pre-army staff writer for American Music. In Los Angeles. Good for radio, stage, screen. Will collaborate with William S. Paley, Box 245, Hollywood, Ind. Phone 1-58. 416/8/16

LYRIC WRITER: popular songs, night club material. Pre-army published songs. Willing to go in the service. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

MAGICIAN: pre-army club dates, night club material. 12 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

MAGICIAN'S ASSISTANT: 7 years' exp. Comedian, writer, actor, dancer, singer. Vaino preferred. Quinlan S. Liberto, 62 Harrison Ave., Quincy, Mass. 693/3/16

MANUFACTURER'S AGENT: salesman; announcement machines, record mfgs. Pre-army exp. 12 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

MOTION PICTURE PROJECTIONIST: trained in army school, seeks job as club projectionist. Pre-army exp. 12 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

MUSICIAN-VOCALIST: alto-clarinet player. 12 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

NIGHT CLUB MANAGER: 18 years' exp. Entertainment field. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

NOVELTY DOLLER: 10 years' exp. Club date, fair, variety exp. Chicago, 6 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

ORGANIST: 8 years' theater, cocktail lounge exp. London all other recent club, radio, radio. Will travel. Buddy Williams, 1000 W. 10th St., New York, N. Y. Phone 8-24. 416/7/16

PHOTOGRAPH RECORD (VIBRAPHON): classical repertoire. Knowledge of Bill, piano, radio, radio. Retiring salary \$100 week. John A. Swine, 613 W. Church St., Champaign, Ill. 416/8/16

PROJECTIONIST: camera man; army projectionist. Pre-army exp. 12 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

IF YOU ARE AN HONORABLY DISCHARGED VETERAN AND HAVE SOME BUSINESS QUALIFICATIONS OR EXPERIENCE HERE'S HOW YOU MAY AVAIL YOURSELF OF THIS SERVICE.

Write The Billboard's Veterans' Re-Employment Service editor (1564 Broadway, N. Y. 10, N. Y.) a letter, carefully stating all the following information:

- (1) Full name, age, address and telephone number (if any).
- (2) Working experience (if any) before entering armed forces. (Do not list amateur show business experience).
- (3) Names and addresses of employers for whom you worked before entering armed forces.
- (4) Branch of armed forces in which you served, and date of discharge.
- (5) Work done in the armed forces which may help qualify you for show business job you seek.
- (6) Education (state fully, by years in grade school, high school and college).
- (7) In which show business field would you most prefer to work?

PIANIST: concert and dance exp. Back summer rec. engagement with dance group salary \$40 per week plus maintenance. Robert W. Hubbard, P. O. Box No. 1, Louisville, N. Y. 416/7/16

PIANIST, GUITARIST, SINGER: work done, team, exp. Pre-army 10 years show business exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

PROJECTIONIST: camera man; army projectionist. Pre-army exp. 12 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

PROJECTIONIST: 40: civilian and army experience. all type equipment. Desires to locate in Ohio, Kentucky, Indiana, Virginia. George Tarkenton, 805 McKinley Ave. S. W., Canton, O. Phone 6165. 416/8/16

PUBLICITY ASSISTANT: 2 years' pre-army exp. Versatile exp. Assistant manager, agency exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

PUBLICITY WRITER: free-lance work wanted. 8 years' exp. College graduate. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

RADIO ACTOR: ST. varied experience. Left, radio, radio, radio. Student 6 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

RADIO ANNOUNCER: actor: pre-army KVOO. KRIC, program director, announcer, actor, writer. Pasadena Playhouse grad. Interested in radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

RADIO ANNOUNCER-PRODUCER: writer: college graduate. Pre-army experience all show business. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

RADIO PRODUCER-ANNOUNCER: varied program exp. 12 years. Exp. dir. army exp. 16 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

RADIO SCRIPT WRITER: free-lance radio writing exp. Music background. Seeks opportunity. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

RADIO SCRIPT WRITER, director, producer. Pre-army free-lance, writing (Norman Cowin, Michael Graydon, WATC, New York, N. Y.) etc. Irving Berlin, 118 Riverside Drive, New York, N. Y. Tel. 4-108. 416/8/16

RADIO SPOT SALES: 3 years' prof. theater, radio exp. Creative sales ideas. Interested in radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

SCRIPTWRITER: pre-army radio exp. News, radio, radio, radio. Interested in radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

SINGING BOY for ensemble. Army Special Forces. 16 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

SINGING EMCEE, tenor: pre-army club date exp. 10 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

TELE PRODUCTION: formerly motion picture writer. 1940. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

TENOR CLARINET, vocalist: loc. 303, E. Illinois and 10th St., Chicago. Will travel. Arthur Randolph, 232 E. 116th St., New York. Phone 16-4-575. 416/8/16

TENOR SAX, clarinet man; left, take off, both instruments. Arranger. Pre-army exp. 110 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

THEATER MANAGER: pre-army own theater. 12 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

THEATER MANAGER, 67: experienced. 12 years' exp. Radio, stage, orchestra. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

THEATER MANAGER: motion picture with 6 years' experience. Actor, producer. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

THEATER MANAGER, publicly directed: 16 years' exp. Lockwood, circuit operator. Dan McElroy, 7473 Wilshire Rd., Wilmette, Ill. Phone 7473 1332. 419/8/16

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ABRAHAM—Mrs. Yetta, 42, wife of Nathan Abraham, manager of the Forrest Theater, Philadelphia, in that city April 2.

ANDERSON—Elizabeth (Bess), 61, member of the Ladies' Auxiliary, International Association of Showmen, St. Louis, March 24. Cause of Mrs. E. B. Kentz, Montgomery, Fla., of a cerebral hemorrhage, while visiting Mrs. Lester Hutchinson. Services in Menzies, N. W., burial in Showmen's Rest, Woodlawn Cemetery, Chicago. Five brothers and a sister survive.

BARRISON—Philip S., 57, former actor and director, in New York April 8. He appeared in two Broadway shows produced by John Golden and later held various radio posts.

BRIMLEY—Herbert H., 84, for over 50 years director of the State Museum, Raleigh, N. C., in that city April 4. He retired in 1937. Survived by his widow, two sons and a brother. Services in Raleigh, April 6. Burial in Oakwood Cemetery there.

COOK—Eugene C., 55, former secretary-treasurer of Barker Bros., March 30 in McComb (Miss.) Infantry of a heart attack. He also appeared in light comedy and vaude for several years. Survived by his widow, Estelle; two daughters, his father and two sisters. Services in Oskwa March 31.

HERBERT—Thomas Francis, 58, legit, musical comedy and vaude performer and brother of Hugh Herbert, comic, in St. Vincent's Hospital, Los Angeles, April 3 of cirrhosis of the liver. He toured England in 1936 with a vaude act, Hollywood and Doubles, in which he impersonated his brother. At one time he managed his own dramatic stock company in Washington. He played in a number of movies the past few years. Survived by his daughter, Mrs. J. Van Schynkel, and his sons, Edward and Hugh. Services in Hollywood March 5.

HINZ—Emil H., 55, projectionist at the Downtown Theater, Detroit, vaudeville house, in that city April. Survived by his widow. Interment in Lutheran Cemetery, Detroit.

HAYES—Tommy, 44, internationally known British radio actor and circus performer, in Battersea, England, recently.

LA FRANCE—Fred, 67, vet blackface comedian, in Los Angeles, Calif., April 2 of injuries sustained in auto crash. He was a partner in the act, La France and Kennedy, later known as La France and Garnet after his marriage to Jane Garnet.

IN MEMORIAM

J. L. "LOUIE" LANDES

Gone But Not Forgotten.

April 16, 1939.

MR. AND MRS. CHAS. ROTOLO

LAUT—Emil W., president Auglaize County Fair, Wapakoneta, O., and member of the board for 53 years, in that city April 2. He was one of the organizers of Ohio Fair Managers' Association. Fair board members were pallbearers at his funeral services April 4.

LEWISOWICH—Mrs. Mary A., 73, playwright, dramatic critic and poet, who worked under the pen name of Bosworth Crocker, in Brooklyn April 8. A native of England, she was dramatic critic of *Tout* Topics from 1919 to 1924. Among her plays were *Pawns of War*, *The Last Straw* and *Heritage*. She was the former wife of the late Henry A. Childs, and of Ludwig Lewisohn, author, whom she divorced in 1938.

McGOWAN—Robert Woodrow, 32, former concessionaire with the Zimaras Greater, Buhl & Cherry Exposition and United Exposition shows, in Erlanger Hospital, Chattanooga, April 3. Survived by his father and

seven sister. Burial in Chattanooga Memorial Park Cemetery.

McKEON—Alice T. (Miss Lewis, mentalist), in Newtown, Conn., April 1. Survived by a daughter, two brothers and sister. Burial in Paterson, N. J.

NESTLER—Hyman, retired orchestra conductor, in Miami Beach, Fla., April 1. Survived by his widow, two sons and a daughter.

OLIVER—Otis L., owner of the stock company bearing his name, at Medical College of Virginia Hospital, Richmond, April 2. In late years he was a representative of Art Instruction, Inc., Minneapolis, owned by his widow, Zula, Detroit. Services in Richmond April 5, with burial in Forest Lawn Cemetery there.

REED—Dave, 73, former songwriter and vaude performer, in New York April 11. His stage career started as banjoist in the family's vaude act, Seven Reed Bros. As a lyric writer he wrote numbers for May Irwin, Peter F. Daley, Harry Bolger, George Primrose and Chauncey Oloft. His biggest hit was *Love Me and the World is Mine*, written in collaboration with Ernest K. Ball while on the Witmark & Sons staff. He and Ball composed 26 songs while under Witmark contract.

ROGERS—Ray W., former circus operator, at a heart attack at his home in Rock Hill, S. C., April 13. He had been in ill health for several years. Rogers had the Wallace Bros.' Circus on the road for a number of years, with headquarters at York, S. C., and prior to that had out Barnett Bros.' Circus. He at one time was partnered with Bill Hamilton. Survived by his wife, Mrs. Emma N. Rogers.

ROHN—Ray, former circus magician and member of United Showmen's League of American, at Masonic Home, Springfield, O., April 7. He and his daughter survive.

RUPPERT—Ray, former vaudeville dancer with Cole Bros.' Circus, in Louisville April 3. She had also appeared in burlesque. Burial in Springfield, O., April 4.

RUSSELL—Bertram B., musician and member of the Juggling Russells, March 31 at his home in Richmond, Ind. Survived by his widow, three children, a sister and brother. Burial in Richmond.

SHELL—Dale (Shorty), in Veterans' Hospital, Fayetteville, N. C., February 23 of a heart attack. He was formerly with Broadway of America and Mighty Monarch shows. The past five years he was with R. H. Clark at the park in White Lake, N. C. Survived by widow, Billie, Elizabeth, a daughter, a sister and brother. Burial in Monticello, Ind.

In Memory of L. E. "Fingers" Scott

Deceased March 29, 1945

Wife—Mrs. L. E. Scott
Mr. & Mrs. Lee Carson
Leroy Lovette

SHERMAN—Adele Palmer, professionally known as Adele Palmer, in General Hospital, Los Angeles, March 29. She had been with Ward & Collier Theatrical Company, for 10 years and appeared with Edmond Hayes in the *Wise Guy* for 10 years.

SMITH—Frederick L., 70, violinist with New York Philharmonic

Symphony Orchestra and its predecessor, the Philharmonic, for 25 years, in New York April 9.

STEFANO—Thomas A., concertmaster of the Albany Symphony Orchestra, in Albany, N. Y., April 4. He conducted concerts for Albany and Schenectady radio stations, played with the Silver Strings ensemble on WGY, and was first violinist of the WOKO studio ensemble.

TEW—Ralph A., 75, president of Lenawee County Fair Association, in Ann Arbor, Mich., March 29.

WAITE—Harrison B., 51, for several years affiliated with the Brazos Valley Fair, Fair, Waco, Tex., and president of First National Bank, in Waco April 3 of a heart attack. Survived by his widow, mother and three sisters.

WILCOX—James E. (Brick), 48, California State Fair director, in Marysville, Calif., April 7. He was chairman of the fair building and grounds committee and had served on the board since 1943.

WILLIAMS—Edward G., 77, for many years secretary of Blue Hill (Maine) Fair, recently. He was also secretary of Maine Fair Associates for a number of years.

Marriages

BAER-CLARKE—Parley Baer, program manager at KSL, Salt Lake City, and Ernestine Clarke, Ringling-Barnum circus aerialist, in New York April 9.

BURR-SALLA—John Burr, co-manager of Playtime Amusements, and Rose Salla April 10 in Quincy, Mass.

LEW-VALERA—Grayson M. Enlew, Los Angeles radio actor, and Virginia Valera, Philadelphia radio singer, in Philadelphia, April 3.

KELTY-JOVER—A. J. Kelty, of Glendale, Calif., and Vesta Jover, British variety performer, in Wimbledon, England, April 1.

LAMB-KENARD—Sam B. Lamb, formerly with Heart of Texas Shows, and Verna Kenard in Sweetwater, Tex., March 11.

LILLEY-FLEISCHMAN—George Lilley, former radio columnist on the Philadelphia Record and now writer of a syndicated air column out of New York, and Clare Fleischman, sub-editor of the Winston Publishing Company, Philadelphia, in Elkton, Md., April 3.

MARTIN-BROWN—Jerry D. (Jay-Dee the Great) Martin and Vonnelle Wilson, free-act worker, March 15 in Douglas, Mo.

MARION-VERDUGO—Charles Richard Marion, screen writer, and Elena Verdugo, film actress, March 24 in Westwood, Calif.

McGOVERN-DAVISON—Roy Dale McGovern, concessionaire with James E. Strates Shows, and Dorothy Elaine Davison, ticket taker with the same organization, in Frederick, Md., March 18.

MICKELSEN-LEE—Matt V. Mickelsen, non-pro, and Dorothy Irene Lee, secretary to Sam Levine, KSTP-NBC promoter, in Minneapolis, Minn., February 2 in Bayport, Minn.

MORRIS-ZARICK—Douglas Morris, lighting director with Ice-Capades of 1946, and Dorothy Zarick, skater with the show, in Hollywood, March 9.

RUFFINO-BACHMAN—John J.

Ruffino, manager Ruffino Termino Philadelphia colony, and Margaret Joan Bachman, who, with her mother, owned the night club, March 9, in Wayne, Pa.

RUSSELL-EMERICK—Harry Russell, Detroit booking agent, and Gene Emerick, dancer, March 29 in Niles, Mich.

SHOWALTER-ALLEN—H. E. (Sailor) Showalter, of J. J. Kirkwood Shows and Esther L. Allen, March 28 in Falls Church, Va.

SLOTHOWER-FAIRWEATHER—Bob Jon Slothower, bass fiddle player with the Three Naturals, and Elizabeth Fairweather in Atlantic City, March 15.

SPECTOR-SCHMIDT—Murray Spector (Rummy Bishop), comic, and Betty Schmidt, chorine at the Casino Theatre, Pittsburgh, in Philadelphia recently.

STIEFEL-SPRITZER—Harold R. Stiefel, member of the firm of Stiefel Bros., Pennsylvania theater operators, and Jacqueline Spritzer, in Philadelphia recently.

SUTTON-ALLEN—Frank M. Sutton Jr., general manager Great Sutton Shows, and Jean Allen, daughter of Mr. and Mrs. Leo Allen, concessionaires on Johnny J. Jones Exposition, in Christian Church, Atlanta, March 30.

WALL-GRUBE—James T. Wells Jr., former lieutenant in the marine corps, to Nancy E. Grube, of British Broadcasting Corporation, in Essex, Pa., N. J., recently.

WHEELER-MONTGOMERY—John P. Wheeler and Mary Binney Montgomery, former ballet mistress of the Philadelphia Opera Company, March 9 at Radnor, Pa.

Births

A daughter to Mr. and Mrs. Alvin Smith in Corpus Christi, Tex., March 21. Parents are with Byers Bros. Shows.

A son to Mr. and Mrs. Donald E. Crabbs at Hackley Hospital, Mukwonago, Mich., March 11. Father is a pitchman and outdoor showman.

A daughter to Mr. and Mrs. Barney Rupp in In Hospital, Cincinnati, April 2. Father is a band leader and on the staff of General Artists' Corporation, Cincinnati. Mother is the former Mary Wright, band singer.

A son to Mr. and Mrs. Gladie Jones in Bethesda Hospital, Cincinnati, April 3. Father wrote the pop tune, *I Only Want a Buddy*, Not a Sweetheart.

A daughter, Veronica Kaja, to Mr. and Mrs. Leonard Kalinauskas in Biloxi, Miss., March 29. Father was formerly with the Bunting Shows.

A son to Mr. and Mrs. Gene Graves at Lying-In Hospital, Philadelphia, March 1. Father is announcer and vocalist at Station KYW.

A daughter to Mr. and Mrs. Larry Gordon at Crystal Lake, Ill., recently. Father is music arranger on the Alka-Seltzer air seg.

A daughter, Barbara Jo, to Mr. and Mrs. Hal Hirsch, at Beth Israel Hospital, New York, March 1. Father produced *Howe of the Brave*, recent Broadway legler.

A son to Mr. and Mrs. Herbert S. Bright in Lying-In Hospital, Philadelphia, March 7. Mother is the former Rhoda LaVere, rumba dancer.

A son to Mr. and Mrs. Isadore Janowsky at Hartford, Conn. Father is musician with WTIC, Hartford.

A daughter, Denise Claire, to Mr. and Mrs. Floyd Richards at Hartford, Conn. Father is announcer at WTIC, Hartford.

A daughter to Mr. and Mrs. Ramon Powers in Chicago, March 2. Mother is the former Zaza Coriell, of Coriell Family, acrobats.

A son to Mr. and Mrs. Alvino Rey at their home in New York, March 3. Father is band leader; mother is former Louise King, of King Sisters.

In Loving Memory Of

RUBIN GRUBERG

WHO PASSED ON APRIL 16, 1942

Sadly Missed by Wife and Daughter

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Large "Pin Up" Plaques	2.00	Comic Paper Masks	1.00
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Flaying Birds, Gross	14.50	Plaster Dogs, Ducks, Etc.	2.25
R. W. & B. Buttons, Gross	8.00	Cloth Flag Bows	1.35
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Perchute Tumbler, Gross	21.00	Painting Puzzle Book	4.00
Medium Lids, Gross	7.00	Puzzle Pictures, Per Sale (250)	9.40
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Ir. Swaggers, 25 Cts.	9.50	Airplane Gliders	4.00
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Wood Milk Bottles, Each	1.75	Assorted Prizes Brooches	9.40
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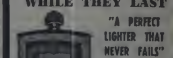
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Chillicothe, Mo.

Room 205, 718 Central Ave., St. Petersburg, Fla.

ANADARKO, Okla.—Jack Rood has been named chairman of Anadarko Fair Board. Other officers are Harold Plummer, vice-chairman; Jim Tomlinson, secretary, and J. O. English, treasurer. Board members are Bruce West, Charles Hatfield, S. G. Stevens, Ward Wamsley, George Bryant, Virgil Tucker and Mr. Foster.

Editorial

Pinball Hypocrisy

By Walter W. Hurd

AN INTERESTING sidelight on the recent pinball crusade in New York City was published on Page 2 of *The Daily Mirror*, April 6, 1946:

The major headline said: "Police Smash Plot to Flood City With Pinball Machines." On the same page was another headline which said: "City Votes Betting Tax; Mayor To Sign Next Week."

If a newspaper had been crusading for pinball, it could hardly have arranged a more telling blow at the hypocrisy that underlies the recent drive against a so-called "pinball invasion" of New York.

The picture is that of a city administration trying to rush thru a bill to tax gambling on racing bets, which is big business, but at the same time stirring up a terrific noise about the little fellows in the pinball business. Even if pinball were an out and out gambling business, why the discrimination?

The news report in *The Mirror* also has another interesting suggestion as to the why of the discrimination. It reports that a prominent business man had urged the city administration to tax gambling on the races, leaving it to the readers to infer the reason, but at the same time to revoke the licenses of all small places that have gaming devices.

If some New York newspaper were really interested in getting a story, there is undoubtedly a good one behind the scenes. But there again, the little fellows in the pinball business have three strikes against them before they start. Newspapers profit by reporting the news that keeps gambling on the races alive, but there is never much prospect of the pinball business furnishing news of popular interest.

So the little fellows in the pinball business will have to suffer the crusades that come at well-timed intervals, as a part of the ups and downs of business.

The files are filled with news reports of the crusades that come at intervals. One came in 1933, when pinball was very young; there were flurries in 1935 and 1938. The flurry in 1938 attracted some political attention, and so by 1941 and 1942 a former mayor of New York had learned how to make much publicity by blasting the trumpets against pinball.

The real reason for the present pinball crusade will never be published, but the games did make the front pages of the city's

newspapers. The present outlook is that the little fellows, with their pinball games (if they have any left), will be down and under for a long time.

That the recent crusade may have its humorous side was suggested by Walter Winchell in his *Broadway Rhythm* column April 9:

"All that hollering last week in the headlines (about slot machine mobs invading the city) was pure bunk. The mobs can't get enough machines to meet the demand in the many territories where they are legal."

When the question of legality of pinball is raised, the record shows that 17 States now license the game as legitimate amusement. Four States now license even the popular "one-arm bandits" for private clubs. Hundreds of cities and towns license pinball as legitimate amusement. New York, Chicago and Los Angeles are the three big cities that have a superior system of morals under which citizens may gamble on the races but cannot enjoy pinball.

By some strange coincidence each of these cities has banned pinball with big political fanfare. By an equally strange coincidence, the federal crime reports have shown big increases in crime in each of these cities at about the time all the pinball fanfare was taking place. Probably the city administrations in question would say that pinball caused the crime increase, but thinking people are beginning to wonder if the pinball hullabaloo is not a smoke screen to cover up something else.

Whatever be the real reasons for pinball crusades in some of our cities and States, there will always be the big question about why it must be wrong for New Yorkers to play pinball while 17 States think it legitimate for their citizens. There will also be the much more ticklish question of why New York can license gambling on the races but at the same time must create a storm about pinball.

There are reports now circulating that one of the big magazines had prepared an expose on pinball and gaming devices. But the publisher has recently got a new idea and may publish an entirely new slant on pinball.

Some day some magazine will turn the tide and give pinball politicians something to think about.



"No, no, Joe! You don't put a 'tilt' on a juke box."
(Reprinted from *Platten-Chatter*, May, 1938)

News Digest

PLAY—Effect which general business conditions have on machine play is demonstrated with increasing emphasis week after week. West Coast towns, where servicemen have been withdrawn, are feeling the pinch. Spots where beer is particularly short have noted definite drop in juke and game play. Strikes and slowness in reconversion in industrial areas continue to have their effect on play.

PINS—Big news in New York this week were front-page headlines heralding a pinball "invasion" of the city. Mayor O'Dwyer called reporters into his office to tell them of the alleged move and to say that city officials were taking steps to prevent the invasion. Columnist Walter Winchell threw up his hands in the middle of the verbal battle and wrote that pin game manufacturers cannot turn out enough machines to take care of demand elsewhere much less attempting to "open up" New York.

SUGAR—Soft-drink vending machine operators are already feeling the pinch of warm weather demand and insufficient supplies. Even the government has granted a 10 per cent increase in sugar allotments. Meantime, one observer in the field predicts that sugar will be on the ration list thru 1947.

SWINDLES—Better Business Bureaus everywhere have repeated warnings issued months ago by leading columnists who warned against fly-by-night promoters. Better Business Bureaus have come out again with a warning for prospective investors to investigate before putting their money into get-rich-quick schemes of any kind. Vending machine swindles are mentioned in some of the literature now being put out by the bureaus.

EXPORTS—In the States this week was Michel Fortino, one of the major French distributors of coin machines. While imports are still taboo in that country, France offers a large potential market for juke boxes, says Fortino. One French concern, he said, is already in production with a 20-record, 40-selection juke. Production of this machine, however, is at a low level because of material shortages and a fight over patent rights.

PATENTS—An enterprising company in New York has announced its intention of putting out a weekly list of patent rights which expired during the week. In Washington the

committee appointed to study the present patent set-up continued its probe into patent law. A rival group has already been organized to fight compulsory patent licensing should the committee recommend such a measure.

MOVIES—Elsewhere in this issue is the complete story of a plan by National Industries, Inc., Chicago, to set up a string of coin-operated motion picture theaters. National Industries is the world's largest manufacturer of beauty shop equipment, third largest maker of 16mm. sound motion picture projectors. National will also bring out a coin-operated movie machine for which it may propose (See *NEWS DIGEST* on page 106)

Nylons to Ops By World Wide

CHICAGO, April 13.—The magic word "nylon" ran thru coin machine circles this week as Al Stern of World Wide Distributors announced a contest in which 12 pairs of the precious hosiery will be given away each week.

Stern announced that three pairs of DuPont nylon hose will be given each of the writers of the four best letters from operators on the subject of the best money-making games. He said that the aim of the contest is to get the operator's point of view on the best-earning games, and all letters will be kept confidential.

Operators are asked to give their views on the best machines from the location standpoint in 24 words or less.

Judges will be James G. W. Hurd, secretary of Coin Machine Industries, Inc., and Walter W. Hurd, coin machine editor of *The Biltboard*.

Scale Attraction

ARDMORE, Pa., April 13.—Suburban merchant here found he was losing trade because foot traffic passed toward the other side of the street. Having failed to get the city to put additional lights on his side, he took action.

He put a "weighing machine" in his doorway and put up a neon sign advertising his coin-operated public telephone. Soon he had diverted traffic to his side.

WELCOME TO WASHINGTON

Some Philly Bars Switch To 5-Day Wk.

Beer Shortage Pinches

PHILADELPHIA, April 13.—Local coin machine operators face a new threat to their business with the current beer shortage. Many bars are closing one extra day a week—besides Sunday, already required by Pennsylvania law—due to lack of the amber brew.

In addition to the closing down most locations report that business is off 50 per cent because of the same shortage and the attendant publicity connected with it that seems to convey the impression that bars and niteries have no beer to sell at all.

Distributors are doling out their wares at the rate of one case per location. And that isn't much in this city—home of thousands of beer drinkers in both the neighborhood spots as well as the top downtown niteries.

Distributors Close

Some distributors are shutting down as soon as they run out of beer and wait until a new shipment comes in before opening again.

On Saturday (6) nearly 800 brewer's employees and scores of beer truck drivers were out of work as a result of the month-old federal curb on the use of grains in alcoholic beverages. As a result, this lay-off will be felt down the line by location owners and coin machine men in this territory.

State's 63 breweries, normally employing 10,000, have been forced to lay off about 3,000 since the most stringent of the government restrictions went into effect March 1.

Production Off

Although beer production has been reduced by only one-third, a much greater curtailment has been experienced by many wholesalers, package dealers and bars here. This is true because some out-of-town breweries, now able to sell their entire output in their own community, have been slashing their delivery costs by halting sales in Philadelphia. Sam Lerner, Philly operator, said that the situation was critical, but that owners have installed additional machines to take up the slack in bar business. So now they are playing the machines one over the other.

A four-point program is being instituted to insure an equitable spread of the existing supply of the brews on the market.

See Rationing

It calls for an equal rationing of brewers' sales to distributors, prompt exposure of black market operators, elimination of rationing, and a ban on buying of day-to-day sales by all outlets.

It is still possible to buy a glass or a bottle of beer in most Philly locations, a survey of places indicated on Saturday (6).

The grain curtailment, ordered by the War Relocation Authority, banned the use of wheat and cut brewer's consumption of rice, corn, barley and malted barley to 70 per cent of what was used last year.

Calendar for Coinmen

April 22 thru 27—National Plastics Exposition, Grand Central Palace, New York.

April 22—Association of Manufacturers of Confectionery and Chocolate, Hotel Pennsylvania, New York.

April 30 thru May 2—National Candy Wholesalers' Association, Sherman Hotel, Chicago.

May 1—Ohio Phonograph Owners' Association, Carter Hotel, Cleveland.

May 2 and 3—National Association of Tobacco Distributors, regional convention, St. Francis Hotel, San Francisco.

May 9 thru 11—Allied Non-Theatrical Film Association, Inc., Hotel New Yorker, New York.

May 13 thru 16—Radio Parts and Electronics Equipment Conference, Stevens Hotel, Chicago.

June 5 thru 7—Associated Retail Confectioners of U. S., Drake Hotel, Chicago.

June 24 thru 27—National Confectioners' Association, Stevens Hotel, Chicago.

July 15 thru 18—Music Industry Trade Show, National Association of Music Merchants, Palmer House, Chicago.

July 18 thru 20—Southern Wholesale Confectioners' Association, Miami, Fla.

Visiting Paris Distributor Forecasts Music Next Big Boom of French Coin Trade

Michel Fortino Reports Industry Hard Hit by War

By Jay Shanklin

CHICAGO, April 13.—"Le juke box marche très bien en France, mais ils sont très peu nombreux."

That is the opinion of Michel Fortino of Paris, major French distributor of coin machines. Translated by Pat Buckley, of Buckley Manufacturing Company, who is Fortino's host in the United States, it sums up: Juke boxes are going over big in France, but they are very scarce.

Imports of U. S. machines in France are still forbidden, but Fortino said he has hoped the ban will be lifted in the next six months or so. Buckley announced that Fortino's firm, Novelty Company of Paris, has been appointed French distributor of his machines and music systems. Two other well-known French coinmen, Oscar Bessac and Francois Ciccarelli, are associated with him in the company.

French Juke Box

Fortino reported that a French company, Etablissement Bonzini, is making a juke box called the Bussone, which plays 40 selections from 20 records. Record changer of the machine is mechanical with a dial-type selector, he said, but the playing and amplifying mechanism is electrically operated. Production of the phonograph, however, is small as a result of a long-drawn-out lawsuit, which is still pending, over the patent rights.

The brisk, 47-year-old French distributor, who has been in the coin trade for 14 years, predicts that coin-operated music devices will be the next great development in France. He sees juke and music systems rivaling the popularity pinballs attained there before the war.

American records are unobtainable, but French disks are plentiful, and what music machines there are are doing a round-the-clock business, with such tunes as C'est Fini, which was imported to America as Symphonie.

Pinballs, amusement games of

various types and bell machines still are very popular, he said, but the war and the long German occupation has taken a heavy toll not only on the machines but on the trade as a whole. Many operators and distributors left the business in those bitter years, some to die in concentration camps or the army, others to flee to Allied countries, and still others to enter other businesses.

Back on Old Street

Fortino's firm has returned to its pre-war address, 42 Rue de Paradis, and he reports that Robert Bessac, who had the Paris-France-Automatic just up the street, is still doing business. But Marcel Chailier, who was a partner in Novelty Company before the war, now is in the garage business at Marseille. Rene Godin, publisher of the French coin machine magazine, still is in Paris, but he has left the coin trade.

Arcades, which the French call kermesses, have not achieved the popularity in France during the war that they have in the U. S., chiefly for lack of machines, Fortino said. Ray-guns, which were just coming in at the outbreak of war in 1939, are very popular arcade pieces, but they are not seen in taverns and bars as in America, he reported. There are three arcades in Marseille, a city of 800,000, and about six or seven in Paris, he said. Diggers and bell games are popular but scarce throughout France. Bells are now illegal, but pinball and amusement games are lawful.

Venders, although highly developed in Germany and elsewhere on the continent of Europe, never took hold in France, and Fortino saw very little hope for their development in the near future. For one thing, cigarettes are a government monopoly, and as for candy, sugar is unobtainable except for the most essential uses, he reported. Further, vending machines are regarded by most Frenchmen as simply a test of their in-

(See Paris Distributor on page 106)

N. Y. Papers Make Splash

Long history of pinballs continued — steals space from UNO's historic meet

NEW YORK, April 13.—Coin machines made front pages in all the big newspapers here last week, and early this week the stories were still appearing in the inside pages. With scare headlines announcing "pinball invasion," the news began to take on the appearance of pre-war days when coin machine exposures appeared in various cities at intervals.

Truly, the war is over, people in the pinball trade had begun to say, during the years of international conflict had crowded the coin machine trade out of the dailies.

Wisconsin newspapers were the first to appear with post-war sensationalism. There, however, it was a State-wide drive and not confined to one city.

New York is the first big city to be treated to the post-war sensation of a "pinball invasion" in the press and in political circles.

April 5 Big Day

April 5 was a big day for press reports of the coin machine threat. The New York Times, in a "Pinball Invasion" story, announced that "Frontal Interiors Map City Invasion." The Herald-Tribune also carried a front-page story announcing that "Mayor Starts Police War on Slot Machines." One newspaper carried a banner in red type. Even the newspaper PM joined in by saying: "Hey, Costello, the Mayor Says No Go, After All."

In case the coin machine trade has forgotten, Costello is one of the alleged racketeers who is supposedly helping to engineer the threatened invasion.

By April 6 one newspaper was headlining, "Police Smash Plot to Flood City With Pinball Machines."

Meeting Held

The spark that seems to have set off this sensational furor was a meeting of operators of various types of coin-operated amusement machines held the last week in March. According to some of the newspaper reports, at least 100 of the machine owners attended this meeting at which big plans for opening New York were made.

According to men who attended the meeting it was a session of warm discussion all right, but the debate centered chiefly around the idea of hiring an attorney to file a test case in New York in order to determine by strictly legal means whether censors (See War On Over Pin on page 104)

"Pure Bunk"

Columnist Walter Winchell summed up neatly the situation on the feared "invasion" of New York by pinball games. He said in his nationally syndicated column:

All that hollering last week in the headlines (about slot machine mobs invading the city) was pure bunk. The mobs can't get enough machines to meet demand in the many territories where they are legal!"

COIN MEN YOU KNOW

New York:

Bernie Wolfson, Runyon Sales, was in charge of the showrooms this week. The name Sage Sagarman, Abe Green, Mike Mawers and Jack Mitnick attended the Chicago AMI juke box showing. Bernie says that the juke will start leaving the factory the latter part of April.

Bill Blumenfeld claims interest is high in the U-Need-A Vendor and when he gets the Billy Music Machines he doesn't know where he will put the crowd. . . . Jack Seidler tells of a new device vending machine operators' association that is now being started in Brooklyn.

Nat Olin and Earl Winters, Modern Music, are sitting back waiting for final plans of the new Vogue Record to be ready. Earl says things are starting to hum. They expect Mills music machine in the near future to make things even busier—if that is possible.

Hymie Budin, 47, passed away last Tuesday (9). Prominent in the coin machine trade, his funeral was attended by most of the present big names in the business.

Fred Baehr, G. V. Corporation, is moaning over the sugar situation as it affects candy and gum vendors. . . . I. Hayne Houston, vice-president of Spacarb, Inc., is also worried about the present sugar set-up.

Max Levine, Scientific Machines, claims he is starting to deliver machines to operators. . . . "Tip" Glassgold, Arthur DeGruiser, is still going back and forth between the city and Beverly Hills, Moza.

George Trad, Tradio coin-operated radios, spent last week in Chicago at the Sherman Hotel, meeting all those interested. Since the announcement of Tradio three other firms have announced plans for coin-operated radios, showing that the item had been given plenty of thought for some time by manufacturers.

Jack Kaufman, K. C. Novelty, Philly, is fixing up his showrooms after showing his new machines to ops. Jack reports that his Hockey game is really getting the business. . . . Runyon Sales, of New York, has also been doing some remodeling and fixing their repair and parts departments.

Mike Strukes, vending machines op, claims that cigar vending machines are on their way back in the city. . . . Automatic Distributing Company is putting out on all chrome machine that is creating attention around Manhattan. . . . Bows Manufacturing and U-Need-A Vendor claim that they will enter the field in the future with new type cigar vendors.

Adrian Rothemberg claims that there is a shortage of soft drink vendors along the East Coast. . . . Ops in NYC claim that with the summer season near they can't get enough bottle or cup vendors to satisfy their top location spots—let alone the other locations.

Leonard A. Myers claims he is forming a concern to make popcorn ball machines. Coin-operated, the machines will, it is claimed, have many new features.

Martin Fried, Biff Sales, claims that they will open an office either in Manhattan or New Jersey in the near future. . . . George Foster got newspaper headlines here when he got an injunction against the city until May 6 on his Bank Ball machines.

Lester Rabinovitch echoed the cry of the new machine trade when he stated that the summer shortage was stopping production in most of the various types of industry today. . . . Except for the summer shortage cabinet makers could be delivering manufacturers of coin machines.

New lots in arcade business have been received by NYC. . . . Arcades around Times Square are doing less

business now than at any time since the end of the war. . . . Easter holiday business may give the arcade owners a slight boost.

Ed Ravreth, Associated Amusement, Boston, has been running back and forth between the Times Square arcade and the Boston business. Ed says that with their newly expanded staff in Boston they are reaping in the orders.

Charles Shankman, Capital Projector Corporation, has many new ideas in the way of movie machines to offer the trade these days. . . . Trailer films in East Coast movie picture theaters are on the increase, with coin-operated plays in the limelight.

Chicago:

Joseph A. Kroeck, former Chicago music operator who recently sold his extensive North Side route and bought a seat on the Chicago Stock Exchange, is busy setting up his brokerage firm. He was pleased this week when his horse, Rose Canyon, ran second at Tropical Park, and he is making daily trips to the stables near Chicago to watch another of his horses. . . . Juke Box, work out. Juke Box is scheduled to start at Sportsman Park in about three weeks. . . . Norman C. Kalmar, an old Chicago coinman who entered the brokerage fraternity, still keeps an eye on activities in the coin machine industry from his desk at Daniel F. Rice & Company.

GIL KITZ, Empire Coin escalators, who was reported wearing an eyepatch with a decorative gel on it, has gone into deep mourning with a black tie. . . . George, he says, is in keeping with news that Empire will be able to move into its new headquarters until July 1. Out-of-town callers at Empire offices this week included: Henry Fox, distributor in Jacksonville, Fla.; L. C. Smith, Burlington, Ia.; William Wisniewski, operator of Peoria, Ill.; Leo Green, International Coin Machine Exchange, Cleveland, and Ben Spencer, Ace Distributing Company, St. Louis.

LARRY FRANKEL, distributor from Omaha, was in the van of a contingent of visitors from all parts of the Midwest at Stern's World Wide headquarters recently. Other callers included Mike Atol, Zenith Novelty, Duluth, Minn.; Irving Sandler, Des Moines distributor; Ed Heath, Heath Distributing, Macon, Ga.; Harry Block, Block Marble Company, Philadelphia, and Bill Marmer, Seeking, Inc., Cincinnati. Marmer had just returned from vacation in Florida. Sid Geffstein, Minneapolis attorney and newcomer to the coin machine industry, was in town to complete arrangements for a phonograph distributorship.

Richard Cole, sales promotion manager of Challenge Industries, has returned from a short vacation in Florida. . . . Sam Ensbury, New York representative for machines, was in Chicago on a business trip.

H. V. Nicolai, phonograph importer of Tunis, North Africa, rated as most unusual among visiting coinmen from many sections of the U. S. and foreign countries present at the AMI showing here this week. . . . Sam Yaras, another visitor, was in town where he keeps a finger on ranch holdings in addition to game and music distributing activities of Southwest Amusement Company, Dallas.

F. M. Eyzon, Dallas area coin player, was in town for the National Direct Positive Photographers Association convention at the Congress Hotel. He's been active in the Texas and Texas Pacific groups, as well as in the national organization.

Jack Owen, of Cleveland Phonograph Machine Association, made a flying visit here to perfect entertainment plans for Ohio Phonograph Owners' Association annual meet to

be held in Cleveland and Map L. . . . H. H. Harnfield, whose Telephone Service operates telephone coin system in Passaic, N. J., was a Chi visitor this week. Ehrenfeld has spent 25 years in the coin trade.

Sam Seckel, of American Coin-Operated Company, flew in from Pittsburgh for the AMI show. He has his own showing of the William Penn Hotel at ready to go. . . . Mr. and Mrs. H. E. Russell, whose Russell Sound System operates music routes in Syracuse, N. Y., were here on business, talked expansion plans.

Vincent Barrie, of St. Th. . . . Ont., and A. Dornie, of Windsor, are among Canadian coinmen who recently have been here on business. . . . Morris Hankin, of H. and L. Distributing in Atlanta, Ga., was another Chi visitor.

Ed Pender, of Louisiana Coin Machine Company, New Orleans, and his partner, Chris Wason, were swapping news of phonographs and the Southland with Jim Hyde, assistant sales manager at AMI, who also hails from Louisiana. Pender came up for the showing from Florida where he had been looking over some of his firm's business on the West Coast of the State. . . . Mike Gambino was among coinmen operators coming up from Miami. . . . Fred G. W. Smith, of Modri Gross city, along with Thomas Welch and Earl Gore.

Mr. and Mrs. S. P. McCormick of Jackson, Miss., also were in the Dixie Hotel at the AMI show. . . . Mrs. Irene Pokey made the trip from Pickens, Miss., while G. H. Mohring came in from Richmond, Va., and Joseph L. Lucas journeyed up from Houston, Tex. . . . W. H. Raleigh, was among North Carolinians on hand.

Bill Miller, operator of Miller Vending Company, and Marshall Herchel, owner of Mechanical Service Company, were numbered among Grand Rapids, Mich., music men looking over the phonographs. . . . Pat Yeo was another Grand Rapids visitor. . . . Max Marston, of Marston Distributing Company, and Harry J. White, of White Novelty, recently out of the army, were in the delegation of Detroiters.

Bulph Hagemann, of Automatic Phonograph Company, Peoria, Ill., and Larry Swanson, of Consolidated Music, Chicago, also were reviewing the music collection. Swanson was discharged from the army after 23 months service, mostly in the Pacific. . . . Another Peorian in for the display was Vilas Larsen.

Los Angeles:

CMAC men GEORGE DICK and HOWARD PRITZEL in town at the Mayfair Hotel. . . . Standard Phonograph Corporation of New York, out on the road checking the trade most of the time these days, leaving Mrs. Rabinovitch to run their Los Angeles headquarters. . . . J. M. HARVEY, sales manager for Minthorne Music Company, reports he has just hired one of the finest electronic technicians in the country, COLE BERGSTROM, to supplement his expanding service force. This brings Harvey's staff to 15 people.

FRESTON JARRELL, Classic Distributor, will exhibit U-Need-A-Cigarette vendor by the NATD convention at the St. Francis Hotel in San Francisco. . . . FRED GAUNT, General Music Company, starting to get steady deliveries on Island, and filling orders regularly now. . . . BUD PARR, owner of Grand, flying to New York to close some difficult deals. . . . JIM CUTLER, of "Johnny's" Service, flying to Chicago over the week-end on business. . . . Butcher is manufacturing his own race-horse games for carnival concessions, to be a new innovation in "the type of amusement game."

Twin Cities:

VAN MONTANAS, Bismarck, N. D., arrived over to son-in-law, Bob Westrum, his Van Specialty Com-

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USE
THE
BEST

RADIO TUBES
and
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REPLACEMENT
IN JUKE-BOXES
AND PIN-BALL
MACHINES

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Lights, Mech., Console Type, \$234.50

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Chicago Bell "Oscar" \$25.00
New 15-Stop Columbia Bell, Comb. \$132.50
Fruit Reels 10c-25c P.P., Each \$127.50
In Lots of 5 \$127.50
Mills New Vest Pocket \$14.50
Mills New Vest Pocket \$14.50
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Exhibit Plot Card \$29.50
1,000 Coins, 2 1/2 Size, Each \$29.50

USED EQUIPMENT

Mills B. & G. Vest Pocket, Fac. \$7.50
Rec. Rep. Plus \$7.50
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Bally Club Bell, Comb. \$29.50
Shoot the Zap, Reel, Perfect \$19.50
Shoot the Zap, Reel, Perfect \$19.50
Evans Play Bell, Perfect \$7.00
Bally Derby, Comb. Perfect \$7.00
Shoot Your Way to Tokyo \$50.00
Precision, Clean, Perfect \$49.50
Pitch 'Em & Catch 'Em, Clean, Perfect \$10.50
Derivemobile \$109.50Send for complete list of new
and used Arcade Equipment,
Five Ball F. P. Games, Slots,
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BIRMINGHAM 3, ALA.War Over Pin 'Invasion';
N. Y. Dailies Make Splash

(Continued from page 101)

tain types of new machines could be operated without interference by police.

Meeting met real difficulty when it came to the matter of raising about \$2,500 to pay attorney fees.

When this money-raising report reached political and newspaper circles, however, it zoomed into a \$25,000 corruption fund.

Operators Disgusted

Operators of pinball machines are reported to be disgusted about the whole situation. They say that every time they endeavor to raise money to employ an attorney for the filing of a test case, it is difficult to raise a small fee, but that when the report gets to the press, they seem to have no difficulty in raising \$25,000 to \$100,000 for graft.

Some recalled that when the New York Assembly was in session recently, talk took place about raising \$25,000 for lobbyist purposes to oppose passage of a bill that would settle the question of pinball legality in the State. But in Albany, a lobby man representing big and reputable business interests told reporters that \$25,000 was not a drop in the bucket. He said that if they wanted to accomplish anything, \$15,000 to \$25,000 would be an acceptable fee.

There the talk concerning favorable legislation came to an end, because pinball operators recognized that the raising of such a sum is out of the question.

Long History

In all the voluminous reports being published about the threatened pinball invasion is not one word to discover the events that led up to the situation. Pinball games have had a history in New York since 1933 and have been the subject of many sensational newspaper stories and political scandals—most of them eventually manufactured for publicity purposes. The following events, however, are said to be signposts that point to the present outbreak.

During the campaign of Mayor O'Dwyer, reports were published that slot machine interests planned to invade the city if O'Dwyer was elected. These reports were embarrassing to O'Dwyer. Many trade leaders have said there was little basis for the reports. Certain slot machine interests may have dreamed of "opening the city," but that happens during campaigns in most cities.

Since Mayor O'Dwyer took office, rumors and counter-rumors have circulated in political, trade and newspaper circles to the effect that efforts were being made, or would be made, to open the city to slot machines. These rumors were similar to those that circulate after a new administration takes office in all large cities.

New Games

Recently new amusement games began to come from factories in small quantities, and New York operators decided that a court test might be advisable to determine whether some of these machines could be operated under present regulations. Reason for the present regulations goes back to past political history and involves many factors which have not been published. For many years New York licensed pinball games and collected a handsome revenue from them.

During the first week in April Mayor O'Dwyer called a meeting of police officials and also a meeting for the press. Information given out at the meeting for reporters formed the basis for the big scandal story. Published reports on the threatened invasion contained many allegations and rumors some of which follow:

Most sensational report was published in The Daily Mirror of April 6 which said: "The ingenious scheme of a three-city syndicate to flood New York with harmless-looking pinball machines was nipped when a confidential agent of Mayor O'Dwyer sneaked into a Chicago demonstration of the devices and obtained details on the ring's plans."

Times' Report

The New York Times in its report had said the day before: "It was learned that just a week ago a local representative of the Chicago interests called together more than 100 small-time operators at a downtown hotel, told them the time was ripe to move in with the gambling machines, and started a collection to cover legal expenses. A minimum of \$25 was asked from each operator."

The alleged syndicate was supposed to have represented interests in New York, Philadelphia and Chicago.

New York still does not rival Los Angeles for the general amount of sensational material published about pinball games. Before the war, for more than a year, newspapers in Los Angeles published material that would fill columns. Los Angeles situation became so sensational that it even entered national news magazines and eventually became the basis of a libel suit.

Long Way To Go

Some readers discovered an amusing contradiction in New York stories published April 6. On the same page of The Daily Mirror, where it was reported that police had smashed the pinball invasion, was another report that the mayor had voted to tax betting and that the mayor would sign the measure in a week.

Cynics are having a hard time trying to distinguish how the city can have the boldness to tax pari-mutuel gambling with a 5 per cent fee and at the same time throw up its hands in holy horror at pinball games which represent mere pocket money.

Cheaper Air Travel
Ups Port Coin Play

NEW YORK, April 13.—"Coin machines are doing a powerful business these days in air ports," according to an official at New York's airport.

With fares on most runs lower than the train, many and more business men and tourists are taking to air travel. Before the war coin machines of all types did good business on air travel, and the coin play is now with increased interest in air travel and lower fares, more business is coming to vending, amusement and music machines located in or near airports.

With many new airports and improvements on old ones, provided for in the new National Airport Bill, it is expected by sources close to the trade that the boom will be at least double the present inflated volume sold thru coin-operated machines. With larger crowds at airports, amusement machines will also be taking in more coins.

Inventions Pouring
Into Patent Office

WASHINGTON, April 13.—Casper Ooms, commissioner of patents, said the U. S. Patent Office is experiencing the biggest boom in history and that, amid inventions and patent suits, he ordered the search rooms kept open until 8:30 p.m. on week nights.

Search rooms contain files of old



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2 Vest Pilot	175.00
4 Rotary Merchandise (Pusher)	200.00
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patents which must be scanned by applicants for new patents to avoid conflicts and infringements. Attendance in the rooms has been increasing steadily with the record influx of applications.

MACOMB MUSIC SERVICE 16700 NINE MILE ROAD
EAST DETROIT, MICH.

See Coming Glorified Rural Gas Stations Location Bet

READING, Pa., April 13.—Rural gas station of the future will become the newest location for wide-awake coin machine operators, according to current indications.

They will be something between an old-fashioned gas station and an outdoor supermarket geared to go after not only business from the outlying farmers and rural residents but also city residents passing by.

One of the factors behind the change in the stations is a wider understanding of the psychology of motorists. Once under way, they do not like to stop. The business of driving a car, in demanding constant attention, acts as a mild hypnosis. While not blotting out thoughts of other

matters, such as food, comforts and bargains, it tends to inhibit action about them.

Many Examples

This has been demonstrated all over the country where good restaurants on a straightway do not only moderate business, while inferior restaurants at a junction or traffic lights do better.

Once the need of gas has stopped the driver he will soon notice that displays of fresh country products stretch out from the gas station and that the station, instead of being screened by pyramids of canned oil, will offer articles that many have been wanting to buy but were too busy to stop.

After they get out of the car there will be plenty of coin-operated machines to lure the nickels, dimes and quarters from their pocketbooks. These rural gas stations are expected to be good outlets for frozen food vending machines.

Coney Arcades Find Trade in Spring Upswing

—CONEY ISLAND, N. Y., April 13.—Action is growing each week-end along Surf Street as the weather turns warmer. While amusement parks are not open yet with the exception of a Merry-Go-Round and a few minor rides, the Penny Arcades, hot dog and candy stands and poker table establishments report that they are doing a "fairly good business."

Besides Surf Street and a few side streets near it, the Boardwalk is the other major avenue of fun open now. Very few new machines, less than an average of one per cent, can be noted in the many arcades in the area.

"Wandering up and down the streets looking for fun on a week-end has attracted many ex-service-men and their families," according to one arcade owner.

Rifle concession owners report that business is almost as good as they hoped it would be when bullets were released and the "boys" would be there to turn their service knowledge of guns to "plain fun."

Good Summer, Say Fla. Ops

HOLLYWOOD, Fla., April 13.—Local coinmen report that they expect "record business this summer" for the first time since pre-war days.

Hotels here and in Miami Beach, Daytona Beach and Palm Beach have announced that they would stay open this summer for the first time since the war. Booking at hotels during the summer are expected to reach all-time highs, according to the Chamber of Commerce here.

Heavy reservations for spring and summer months have been decided the issue in Daytona Beach, according to John E. Leonard, general manager of the Sheraton Resort Hotels. Added attractions in the way of flower shows, numerous recreational attractions and name bands will be offered in most areas to insure success of the new program.

Arcade owners in the vacation State report that they plan to stay open during the summer in line with the announced plan of hotel owners. Coinmen, who in the past operated only winter routes, also are expected to make it a year-round business.

OPERATORS, ATTENTION

ONE BALL FREE PLAY

30 LONGACRES, Each --- \$375.00

ALL MACHINES THOROUGHLY CHECKED, READY FOR LOCATION

SLOTS

5c BLUE FRONTS, Ea.,	\$125.00	5c WATLING ROLATOPS,	\$80.00
5c BROWN FRONTS, Ea.,	140.00	5-25 WATLING ROLATOP,	50.00
5c Q.T. GLITTER GOLD,	95.00	1c SMOKER BELL,	40.00

CONSOLES

JUMBO PARADES, Comb.,	\$199.50	JUMBO PARADES, C.P.,	\$149.50
SUPER BELLS, 5c Comb.,	274.50	MILLS FOUR BELLS, 4-5c,	450.00
CLUB BELLS, Comb., Ea.,	239.50	PACE RACES, Bl. C.,	75.00

FIVE BALL FREE PLAY

MIDWAY,	\$139.50	TOPIC, Ea.,	\$79.50
5-10-20's, Ea.,	100.00	VICTORIES, Ea.,	74.50
BOMB THE AXIS,	45.00	BIG THREES, Ea.,	129.50
AMERICAN BEAUTIES, Ea.,	85.00	FOREIGN COLORS, Ea.,	119.50
INVASIONS, Ea.,	89.50	SNAPPY '41,	59.50

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WE WANT TO BUY For Spot Cash 1000 PIN GAMES

SEND US YOUR COMPLETE LIST. Machines need not be in running order so long as no parts are missing. We do not need the glass.

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ORDER NOW!

PHONOGRAPHS

Wurlitzer 616 Life-up,	\$265.00
Wurlitzer 600R,	425.00
Wurlitzer 600K,	450.00
Wurlitzer 600, Packard Keyboard,	390.00
Wurlitzer 500K,	450.00
Wurlitzer 500, Remodeled,	475.00
Wurlitzer 42/24 Victory,	425.00
Wurlitzer 750E,	665.00
Wurlitzer 950,	665.00
Seaburg Cadel, ESRC,	450.00
Seaburg Hi Tone, ES,	535.00
Seaburg Hi Tone, ESRC,	595.00
Seaburg 8200 Victory, Gem,	475.00
Rock-Ola Standard,	375.00
Mills Panoram,	375.00

PARTS

Seaburg Adapter for 24,	\$10.00
Wurlitzer 3300 Adapter,	12.50
Seaburg Power Supply 8PE-12,	7.50
Seaburg Transmitter,	10.00
Wurlitzer 3331-332 Bar Motor,	8.50
Rock-Ola Motor, 32,	8.00

Write - Wire - Phone

½ Deposit, Balance C.O.D., F.O.B. N. Y.
HUB DISTRIBUTING CO.
 632 Tenth Ave., New York 19, N. Y.

Circle 6-9570

AMERICAN

DELIVERS THE GOOD ONES!

GOTTILB
 Improved Deluxe

GRIP SCALE

3-WAY STRENGTH TESTER

STAGE DOOR CANTEN

ORDER NOW FOR PROMPT SHIPMENT

AMERICAN DISTRIBUTING CO., INC.
 2034 Commerce St. Dallas 1, Texas

• **SALESBOARD OHIO** •
 OPPORTUNITY IN

COMPLETE LINE—ALL TYPES
 Long established eastern manufacturer with national advertising campaign for this territory. Liberal commission. Write fully.
 Box 9-173, Billboard
 Cincinnati, Ohio

FOR SALE

1 New Bally Undersea Raider	\$309.50
10 Bally Musical Events Ten Sides, Used	\$24.50
3 Bally Sky Dancers	\$8.50
3 Bally Defenders, E.	\$8.50
1 Bally Road King, E.	\$8.50
1 Circus Victory, S. Ball	\$8.50
1 Circus Captain Kid	\$8.50
1 Circus South Paw	\$8.50
1 Circus Hi Hat	\$8.50
10 New Gottlieb Stage Door Canteen, Original Canteen, E.	\$49.50
1 Bally Big Top, St. Pay Out, Canteen	\$9.50
1 Evans & Gallop Dominoes	\$24.50
1/2 Deposit, Balance C. O. D.	

CENTRAL TEXAS AMUSEMENT CO.

510 W. 6TH ST. AUSTIN, TEX.

WANT MEN

Experienced Solicitors for Phonograph Locations. Work in large city. Must be able to produce, otherwise do not answer.

BOX D-170

The Billboard, Cincinnati 1, O.

THE OLD RELIABLE

GOTTLIEB

• Improved Deluxe

GRIP SCALE

3-Way Strength Tester

NOW DELIVERING... ORDER TODAY

CLEVELAND COIN MACHINE EXCH.

2021-2025 PROSPECT AVE.

CLEVELAND 15, OHIO



ATTENTION, BUYERS

Of Sales Boards — Jar Games — Tips — Baseball Pools

Price List Is Ready. The Lowest Prices in the Country.

No Order Too Large or Too Small.

TANCO NOVELTY CO.

Dept. B. P. O. Box 131

Appleton, Wisconsin

We Are Now Delivering
GOTTLIEB'S STAGE DOOR CANTEN
PACKARD PLA-MOR WALL BOXES & SPEAKERS
EXHIBIT'S BIG HIT
MILLS BLACK CHERRY BELLS
MILLS VEST POCKET BELLS

SPECIALS FOR SALE

Thornbred, 1 Ball, F.P.	\$395.00	Track Time, 1938	\$100.00
Grandstand, 1 Ball, C.P.	47.50	Seaburg Jap Gun	90.00
Kenney Submarine Gun	125.00	Mills 50c Silver Chrome, 2-3 Pay Write	

WANT TO BUY: 500 FIVE-BALL FREE PLAY GAMES

OLIVE NOVELTY CO.

1625 LUCAS AVE., ST. LOUIS 8, MO.
(Phone: Franklin 36201)

Trade Directory

The following tabulation of trade reports and information received during the week of March 16 is made for the convenience of the trade:

New Firms

Bell-o-Matic Corp., 4100 Fullerton Avenue, Chicago 39. Firm will handle U. S. distribution of all bell machines made by Mills Industries.
 American Phonograph Co-Operative, Ltd., 134 North LaSalle Street, Chicago. Organization of Wurlitzer distributors formed to sell juke boxes in the export trade.
 Southwest Music Company, Phoenix, Ariz. (Telephone music installations.)

Personnel Notices

George H. Behrens has rejoined the staff of Exhibit Supply, Chicago, after three and a half years in the army.
 Bob Miller, returned from the service, is taking over operation of

Iroquois Amusement Company, Buffalo.

Robert E. Cochran has been appointed works manager of Standard Transformer Corp., Chicago.

Jay Bullock, Los Angeles juke operator, has been named organizer for Music Operators' Association of Southern California.

Charles J. Chartress, sales representative for Eastern Vending Machine Co., New York, died en route while making contacts for the firm.
 James T. Mangan, public relations man, will have his book, *The Knack of Selling Yourself*, the subject of a movie now being made.

James L. Hyde Jr. has been appointed assistant to the sales manager for Automatic Instrument Company.

Change of Name

Win Nathanson & Associates, Inc., New York, formerly Tom Fickler, Inc., advertising and publicity firm handling trade accounts.

Coin Trade Mounts As Strikes Settle

READING, Pa., April 13.—Slow but steady progress is being made in reaching settlements between companies and employees in area steel plants. In some sections, these strikes had been in progress for several months and had seriously affected business at locations but in general business is good at most spots.

Efforts are being made thru a negotiating tribunal of three men to forestall a threatened strike of knitters in the hosiery industry. Reading is the home of a good part of the hosiery business with the world's largest, the Berkshire Knitting Mills, located here.

Coin machine operators report that business is continuing in a normal fashion with many locations reporting increased activity with the news that labor disputes that were threatening have been mostly dispelled.

New Weekly Lists Expiring Patents

NEW YORK, April 13.—Public Domain, a new weekly periodical, will list more than 1,000 expiring patents in each issue.

Published by Scientific Development Corporation, 614 West 40th Street, New York, the publication will appear for the first time in May. Patents listed will be those due to expire four weeks after date of each issue.

Cohen Returns To Find Silent Sales Enlarged

MINNEAPOLIS, April 13.—W. M. (The Sphinx) Cohen, head of Silent Sales Company here, says he is enjoying the greatly enlarged plant found waiting when he got back from a stay in Miami recently. It is much better to have a big new plant, ready for business when new machines are available in big quantities than to be basking in the sun in Florida, the Sphinx stated.

The addition to the Silent Sales plant includes well-lighted showroom space and increased shop facilities. The addition was about 38 by 66 feet.

On the way back from Miami, Cohen stopped in Chicago to visit various manufacturers, especially to arrange for distributorship of the new Mills phonograph. The manufacturer recently announced in the trade press the appointment of Silent Sales as the distributor in this territory.

Cohen said he was really proud of this recognition by Mills firm and that he would exert his best sales effort in delivering the goods as fast as production could be speeded up.

Cohen also said he would distribute the new Kenney machines, and he expected big sales results when conditions improve. The Sphinx came back from the south looking the picture of health, says he is ready to set bigger sales records than ever chalked up by his firm before the war. In Chicago, he learned something of the conditions which manufacturers face at the present time, but he is optimistic in planning for and will plan for big business as the year moves on.

Coin Concerns May Show Machines at Fairs Over World

NEW YORK, April 13.—Coin machine industry can showcase its wares at many world fairs and expositions in Europe and the United States during the next several years if announced plans materialize.

Leading the parade is Great Britain, with government plans for a world fair next year. Fort Worth's Inter-American trade exposition is set for October. Paris is having its first post-war fair in May, and 20 other French towns have invited American firms to exhibit in shows they are sponsoring. Holland and Spain also have publicized plans for expositions.

New Hollywood Record Plant

HOLLYWOOD, April 13.—A new plant for Columbia Records here is all set waiting for government approval. It will be located at Sunset and Robinson boulevards and added to the other Hollywood King M. Co. and Bridgeport, Conn., plants, will make four in all.



TWENTY FACTORY DISTRIBUTORS meet in recent sales conference with Northwestern Corporation's President W. E. Bolen and Sales Manager W. R. Greiner. Vending men met at the firm's factory headquarters at Morris, Ill.

AUTOMATIC COIN

NOW DELIVERING

BRAND NEW Genuine MILLS VEST POCKET BELL\$74.50

Now Accepting Orders for Genuine MILLS BLACK CHERRY BELL

OTHER NEW RELEASES
MILLS BLACK CHERRY BELL

EXHIBIT BIG HIT, 5 BALL F.P.	\$298.50
GOTTIEB STAGE DOOR CANTEN	249.50
GENCO TOTAL ROLL	325.00
SKEE ROLL (9 FT.)	349.50
CHICAGO COIN COALIE	325.00
AMUSMATIC LITE LEAGUE	425.00

GUARANTEED RECONDITIONED CONSOLES

Ev. '41 Gallingpin Domino, J.P.	\$249.50	Jenn. Fastlane, P.O.	\$5 79.50
Ev. '39 Gallingpin Domino, Reg.	179.50	Baker's Races, D.C.	225.00
Ev. Lucky Lucie	149.50	Kenny 4-Way Super Bell, Sc 25c	\$95.00
Ev. Juncy Camp	79.50		

Order Your PARTS From Our Gigantic Stock!

Main Clock Gears for Mills, Compl.	\$2.75	Star Wheels for Wurlitzer, Ea.	30c
Med. Idler Gears for Mills	1.50	65CT Tubes	65c
Spring for Mills: Main, Handle, Long		ABT F.P. Coin	\$3.75
Crack Action, Side Arm, Clock and		Cash Churns for V.P. Bell	1.50
Main Slide, Ea.	.25	Collection Books	.07
Cash Boxes for Mills	2.00	Fiber Main Gear for Wurlitzer	.07
Locks for Mills	2.25	Bulbs:	
Back Doors for Mills	5.00	6V—No. 55	.35
Cash Box Doors for Mills	2.50	6V—Nos. 40, 44, 46, 47, 50	.09
Playmaster Phonograph Needles, Ea.	.27	No. 145B-20V	.15

WE ARE AUTHORIZED DISTRIBUTORS FOR MILLS PRODUCTS IN ILLINOIS AND IOWA

AUTOMATIC COIN MACHINES & SUPPLY CO.

ALL PHONES: CAPITOL 8244

4135-43 ARMITAGE AVE. • CHICAGO 39, ILLINOIS

Affiliate Office: IOWA STATE SALES CO., 567 Seventh St., Des Moines 9, Iowa

STOP

Coin Tumbling.

STOP

Opening and closing cash registers.

STOP

Wasting time counting pennies, nickels, dimes, quarters.

STOP

Loss from mistakes in making change.



YOU CAN SAVE MONEY!
with this Trigger Action!

COIN VENDER

OPERATORS, STEWARDES, BARTENDERS, CLUB MANAGERS, RESTAURANT AND STORE OWNERS

Speed up your coin machine play. Trigger action coin vender gives you FAST ACCURATE CHANGE. All aluminum—non-rustproof or marine base. Beautiful nickel-plated interior. Rent \$1.50 deposit or send full amount and we will ship prepaid. **\$17.50**

Pat. Prod.

VENDOMATIC SALES CO.

ELICOTT SQUARE

BUFFALO 3, NEW YORK

HARMAN ELECTRIC TONE ARM TRIP

NOW AVAILABLE FOR SEEBURG'S (For Other Phonographs Soon)

A trial of the Harman Electric Tone Arm Trip will quickly convince operators of phonographs that its use will greatly extend the life of records as side pressure on the needle is eliminated. In addition our trip permits the needle to feed into the cut-out groove without pressure applied to the needle to cause it jumping out of the groove. Complete with wiring—with either lug or male plug type which is desired in ordering. Can be installed and adjusted in short time. No drilling or tapping required. Installation diagram with few simple instructions furnished. Can also easily be wired to operate from remote cancel button.

Price Each \$7.50 C. O. D., Chicago, Ill.

PROMPT SHIPMENT—QUANTITY DISCOUNT ON APPLICATION

HARMAN ENTERPRISES

443 N. La Salle St.

Chicago, Illinois

Capital Phono Men Hold First Annual Dinner

WASHINGTON, April 13.—First annual dinner for operators and distributors in the Washington area will be given by the Washington Coin Machine Association Friday, April 12.

Dinner will be staged at the Hamilton Hotel, 14th and K streets, N. W. Among the speakers scheduled to appear on the program is Homer E. Capehart, chairman of the board of Packard Manufacturing Corporation.

Officers of the association promise a fine home-like get-together for the evening. All coinmen expecting to attend should notify committee chairman, Ben Rodins, 412 Ninth Street, N. W. Factory agents and distributors from Baltimore, who supply this territory with equipment, have likewise been invited to attend.

Final plans for the dinner were drawn up at a meeting held in the Hub Enterprises office here Thursday (4). This will be the association's fourth meeting thus far this year.

Officers of the Washington Coin Machine Association are Evan Gifford, president; Jack Robinson, vice-president; and Horace Biederman, secretary-treasurer.

South Carolina Tax Reflects Shortages Of Soft Beverages

COLUMBIA, S. C., April 13.—Apparently reflecting the acute shortage of sugar, South Carolina's taxes on soft drinks and coin machines were among the few State levies to show declines during the first nine months of the 1945-46 fiscal year.

Collections of the soft drink levy up to March 30 totaled \$2,190.95 compared with \$2,534,388 in the corresponding period of the previous year. This was a drop of about 8 per cent.

Tax on coin-operated devices brought in only \$36,780 in the period ending April 1 compared with \$43,305 in the corresponding period a year ago.

Revenue from the levy on tobacco products zoomed nearly \$900,000 ahead of last year, the gasoline tax jumped nearly 40 per cent, and returns from various levies on beer, wines and liquor nearly doubled.

An increase in the formation of new businesses was indicated by rise of nearly 20 per cent in fees paid on licensing of corporations. The levy on admissions to places of entertainment also registered an increase of nearly 20 per cent.

ANTFA Convention

In N. Y. May 9-11

NEW YORK, April 13.—Allied Non-Theatrical Film Association, Inc., announces that its annual convention, to be held May 9-11 in the Hotel New Yorker here will prove of interest to coin machine operators from the standpoint of coin-operated movie machines.

All branches of the audio-visual and 16mm. motion picture field are represented in ANTFA membership. First national trade show is to be devoted entirely to professional and commercial 16mm. and home movies, according to Wilfred L. Knighon, executive secretary of the organization. One of the special attractions will be continuous motion pictures May 11, from 9 a.m. to 5 p.m. in the Grand Ballroom.

Stars of Hollywood and Broadway will entertain at the banquet May 11, to be attended by leading personages of the motion picture and photographic industries. It is reported.

Convict Latuff

ST. PAUL, Minn., April 13.—Jack Latuff was sentenced to 15 months in federal prison after he pleaded guilty to using the mails to defraud coinmen on fake sales of juke boxes and other coin machines. Sentence was pronounced by Federal Judge Robert C. Bell.

Government charged that Latuff took orders for coin photographs and other machines, receiving down payment ranging up to \$200, and never delivered the merchandise. His activities extended from Canada to California, Colorado, Nebraska, New York, Ohio and Minnesota.

Using a St. Paul address of 22 West Indiana Street as headquarters, Latuff made deals by long distance telephone after taking the names of coin machine distributors and operators from various trade publications, the government charged. It was that the authorities of the Federal Board that Latuff was tripped up and taken into custody last year.

He was given a workhouse sentence for passing a bad check at Minneapolis and served from May, 1945, until a few weeks ago. Latuff has a previous criminal record, having served a term in the federal penitentiary at Leavenworth, Kan., for passing counterfeit \$10 bills and another in the Minnesota State reformatory at St. Cloud for passing bad checks.

Before he was sentenced in federal court, he told Judge Bell that he has tried to reimburse the coinmen he swindled, but that he still owes between \$800 and \$1,000 on the deals. According to trade sources, he hit some well-known operators for sizable sums during the war years.

Coin Play in Rise As Chester Lifts Its Diphtheria Ban

CHESTER, Pa., April 13.—Coin machine operators report that business is back to normal after dip occasioned by the banning of the city's more than 12,000 youngsters under 16 from public places including theaters and other locations due to a diphtheria epidemic.

Movs was instituted March 29 after the first outbreak of the disease in the city since 1936. Children were banned from all public places for 10 days from that date. With the banning, many theaters and older sisters and brothers stayed home too and business fell off.

But, now that the epidemic has abated and the ban has been lifted, business is back to normal again.

Stanley Gersh Expands Firm

NEW YORK, April 13.—"We are in the largest expansion program in the history of the concern," Stanley Gersh, of Perfect Games Company, states. Firm has doubled its present floor space by leasing 10,000 sq. ft. on building at 2394-6 West Eighth Street, Brooklyn.

Not satisfied with the added space, Gersh adds, a deal has just been closed for another building to add to the production end of the business. Employees have been tripped in number to handle the flow of orders for game machines.

Sam Garber is Gersh's partner.

WHERE TO GET IT

NEW A. B. T. CHALLENGER



1c PLAY

\$65.00

EACH

Everyone gets a thrill out of using a real army type pistol. Together with an extremely attractive cabinet this "Challenger" will stand out with its drawing power in any type location. The desire of one customer to challenge another creates more interest, constant play and enormous returns.

1/3 Deposit With Order

The VENDING MACHINE CO.

FAYETTEVILLE, NORTH CAROLINA
U.S.A.

WANT TO BUY

ANY Quantity the Following
GOTTIEB Games—

SCHOOL DAYS	\$25.00
PARADISE	25.00
SPOT POOL	35.00
ABC BOWLER	25.00
BELLE HOP	25.00
SEA HAWK	30.00
HOROSCOPE	35.00
MIAMI BEACH	35.00
CHAMPS	25.00

EMPIRE COIN MACHINE EXCHANGE

2812 W. North Ave.
Chicago 47, Ill.
Humboldt 6288-89

WANTED

Man who can fix Wurlitzer, Seeburg and Rock-Ola Music Boxes. Also familiar with Pinball Machines. Please furnish reliable reference.

Akron Wired Music Co.

739 North Main Street
Akron 10, Ohio



ROBINSON DIST. CO.

1400 St. Charles Ave.
NEW ORLEANS, LA.
Tel: Raymond 8649

Exclusive Distr. for Louisiana, Mississippi, West Tenn., Gulf Coast of Ala.

It's Here!

KEENEY'S BONUS SUPER BELL

- 5 COIN MULTIPLE HEAD
 - PRECISION BUILD
 - COMB. F. P. and P. O.
 - EITHER SINGLE OR TWIN
- 5c J. P., \$29.00-25c J. P., \$149.00

TREMENDOUS

PLAYER APPEAL

WRITE--WIRE--PHONE
FOR
PREFERRED DELIVERY

ROBINSON SALES CO.

7525 Grand River
DETROIT, MICHIGAN
Tel: Tyler 7-2770

Exclusive Distr. for Michigan

Now on Display in Our Showrooms!

MILLS MUTESCOPE PRE-FLIGHT
VOICE-O-GRAPH TRAINER

DON'T FAIL TO COME IN AND SEE THEM!
ED RAVREBY

Associated Amusements, Inc.

72 BROOKLINE AVE. (Phone: Commonwealth 0933-0934) BOSTON 15, MASS.

Branch Office

1849 Main Street, Springfield, Mass. • 28 North Main Street, Fall River, Mass.

INTERNATIONAL SCOOPS

NOW IS THE TIME TO BUY

USED

3 Wurlitzer 750 E's, Each	\$495.00
1 Rock-Ola Comanche	\$65.00
4 Wurlitzer 61's, Counter Model	155.00
1 Mills Thoma of Music	225.00
Chi Chin Hockey	210.00
Seeburg Shoot the Chutes	99.50
Seeburg Shoot the Jip	89.50
Jennings Sc Blue Ship	150.00
Columbia Sc Cigarette Reels	49.50
Wooden Reels Mutescope	17.50
Wooden Draw Picture	14.50
Striking Clocks	69.50

WANTED: 100 PIN GAMES and 100 PHONOGRAPHS

Write, Wire or Call

INTERNATIONAL COIN MACHINE DISTRIBUTORS

2115 PROSPECT AVENUE

MAIN 5769-70

CLEVELAND, OHIO

MILLER VENDING MACHINE

OFFERS

NEW MACHINES IN STOCK

Exhibit Big Hit	Big Top	Stage Door Canteen	Mills Vest Pockets
Exhibit Ideal Dard Vander	Grand Danyon	Dance Total Roll	Streamliner
Bubbles	Packard Boss	Trade Winds	Gottlieb Drippers

ONE-ROLL MACHINES, RECONDITIONED

SPORT SPECIAL . \$127.50 OLIVE TROPIC \$229.50 RECORD TIME . \$157.50

GUNS

RAPID FIRE \$100.00 SEEBURG SHOOT THE CHUTE . \$72.00

KEENEY ARTISANCRAFT \$75.00 ART FIRE AND SMOKE . \$20.00

TERMS: 1/3 CERTIFIED DEPOSIT, BALANCE O. O. D.

MILLER VENDING COMPANY

42 FAIRBANKS ST. N. W. Phone: 9-4832-8-0447 GRAND RAPIDS 2, MICH.

OPERATORS!

JUNE DELIVERY ON
PACKARD PLA-MOR PHONOGRAPHS
and we're not kidding!

* NOW AVAILABLE FOR DELIVERY
Packard Pla-Mor Wurlitzer . . . \$150.00
Packard Rotary Spaschanger . . . 109.50
Packard Model 800 Wall Speaker . . . 95.00
Packard Model 800 Wall Speaker . . . 95.00
Packard Model 700 Wall Speaker . . . 85.00
30 Wire Packard Pla-Mor Dial . . . 19
Bar Brackets, Aluminum . . . 6.00

We will thoroughly recondition your
Wills and convert to Chrome Bell
Includes new castings, cabinet, drill
proof, knee action, the handle and new
parts in mechanism—\$125.00.

We Can Supply You With
New Front—Sewn—Sewn—Gold
Blacks—Silver Chromes—Olive Walls—
Black Overalls—Cherry Walls—O.T.—
Jumbo Parade—Four Sells—Three Sells.

ARCADE EQUIPMENT
Factory Rebuilt—Ready To Operate
2 Kameo Submarine . . . \$100.00
3 Rally Rapid Fire . . . 175.00
1 Mutescope Sky Fighter . . . 275.00

NEW ARCADE EQUIPMENT
NEW BANK BALL, B . . . \$375.00
2 NEW PILOT TRAINER . . . 250.00

JENNINGS 4-STAR CHIEFS

\$6, \$100.00; 10c, \$100.00; 25c, \$175.00

WATLING ROTATORS

\$6, \$75.00; 10c, \$100.00; 25c, \$150.00

OTHER GUARANTEED BUYS!

Jennings Pastime, Auto, Packs . . . \$75.00

Kentucky . . . 280.00

Kentucky Automatic . . . 15.00

Pace Realty, Walls—Very Clean . . . 125.00

10c Kameo Truck . . . 85.00

1 Spinning Reels, P.O. . . 85.00

Dewey or Dallas Double . . . 150.00

SPINROD 2728A—\$189—10c

2734A—\$250A—\$725—25c

Bolt: Award Card Reels, Deem . . . 15c

10c Kameo, Sells . . . 85c

AUXILIARY EQUIPMENT SPECIALS

Quantity Model Item Price

8 125 Wurlitzer Box . . . \$20.00

8 125 Wurlitzer Box . . . \$75.00

8 125 Wurlitzer Box . . . \$25.00

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8 125 Wurlitzer Box . . . \$25.00

Music Indies Swinging Hard; Pop With Plenty New Ideas; Hustle Along the Line

Promotion Twists Stack Up Unique

(Continued from page 20)
tional, foreign, folk, and hot jazz stuff, with only an occasional quiet forage into the pop pastures. Savoy, which has been doing a heavy hot jazz job, is going a step further into specialization by cooking up a series of Jewish live records (old Jewish standards played by hot jazz men in strict jump tempo). They have already made 12 disks and plan more.

Mokey Asch, Kaye-note, Commodore and other orgs which have done well for years with hot jazz, intend to stay right in that field. Sonora, while taking a fair fling at pops, is concentrating pretty strongly on cowboy and folk stuff. National is putting effort into Dick Thomas for cowboy, and Billy Eckstine and Pete Johnson for race and hot jazz items, with an occasional nudge at pop output. Apollo, while concentrating strictly in hot jazz, is going to plunge into the pop picture and is about to sign a pre-war name singer plus other standard pop talent.

Standard Phono is continuing to concentrate on international and foreign material. Another indie in New York is carrying specialization to a new extreme. Firm is called Union Records and is putting out albums of picket songs, and other charted strictly for the labor market. West Coast, too, has its share of hot jazzeries with Cadet, Exclusive, and 4 Star working hard on the field. Chicago has its rhumbogeos and such firms which are concentrating on the not-too-crowded special fields. Gotham Records, ex-Goody, is concentrating on hot jazz, Latin American stuff and blues platters. Seeco is sticking to south-of-the-border material.

Some Take Pop Crack

Others for the moment are boldly striding into the pop field. Here the reasoning is that production of majors is still limited enough to leave plenty of sales room for good indie output of current pops. Other states take a contrary position. They are in the pop field. ARA with such names as Ginny Simms, Bob Crosby and Phil Harris; Sterling building pop orks such as Tommy Jones with Ted Robin (ex-BC chirp) on vocals; Cosmo with Hal MacIntyre, Tony Pastor and Bobby Byrne; Musicaart with Artie Shaw, Phil Brito, Kitty Kallen and Phil Moore; Vogue in Detroit with Phil Spittley, Frankie Davis, Shep Fields, Sonny Dunham, etc.; Mercury with Buddy Rich, Vincent Lopez, Jayne Walton, Tiny Hill, Harry Babbitt and more; Majestic with Jimmy Dorsey, Ray Kinley and other names; and numerous other indies maintain that they are in the pop swim to stay.

Radio, Pix, Legit Names

Some of the indie names have strong and successful names to snare top and near-top sales from the fields as legit, films and radio. Collectors' Items has signed numerous Negro legit musical names such as Avon Long and William Franklin. Mercury has just packed a number of names for release among whom are John Garfield, Jack Carson, Katherine Grayson and Peter Lorre. Melodiscs has latched on to one-time radio biggie George Glynn. Fox Electric Cantor Cosmo has hooked Pat Kirkwood, English film actress and Van Johnson's new leading lady in film. Lums, No. 10, has signed the tied up Lounnie Hogan, who is get-

ting a 20th-Fox film build-up.

But it is in the field of new packaging, promotion and sales stunts that the indies are really stepping out. Mercury has an envelope which bears an autographed photo and a biog of the leader or vocalist who cut the disk. Collectors' Items has an over-width envelope with three holes punched in the left-hand edge so that it can be dropped into a loose-leaf album. Discs are a space on label below the word "Collector" where the buyer writes name to indicate that the record is from his personal collection. This same indie is also promoting Collectors' Items counters in disk shops.

Mercury has what it calls an audition box, which will carry one copy of each of its five new monthly releases. Dealers and distributors pay a small fee for this box and disks and then have an opportunity to hear the records instead of having to order from release sheets. Musicaart has hired the Earle Ferris office, high-powered radio and showbiz flackery, to do its publicity. Same outfit is among those who are pressing special vinylite platters of their output to be sent to reviewers and disk jockeys, and also include chatter matter for disk jockey usage in their release sheets.

Hotels, Theaters, Jocks, Et AL

Cosmo has tied up with hotels, theaters, stores and a guy named Mo in an effort to push sales. When Hal MacIntyre opened at the Hotel Sherman, Chicago, recently, a copy of a Mercury record was made available to the hotel. Cosmo is making late opening night and on the first Saturday night after opening so the kids could all get a free platter. Lobby of the Sherman, elevators, and halls thru the hotelery all had signs about the new record. The Panther Room, but also prominently mentioning that he was a Cosmo recording artist.

Eddie Heller, Cosmo sales manager, is going to try the same gimmick around New York when Tony Pastor opens at the Hotel Pennsylvania Monday (15). When MacIntyre played the Oriental in Chi, disks were shown to the first 20 patrons who showed up at the theater. Dealer and disk-jockey ties were arranged. In an effort to sell new attractions (which the company may be eager to sign) on the job the pressery can get for them. The record booklet showing the promotional effort put behind the leaders now recording for them. Cosmo, by the way, is about to spring a deal (a merger with another powerful indie) which will be announced in *The Billboard* next week. Continental Records expects to announce a promotion tie-up with a major radio organization. The record "The Sound of Music" by Moe Asch, is sponsoring Town Hall concerts for its attractions, having a Saturday night (20) performance set for Stella Brooks.

Scripts and Stories and Air Time

Bibletope is supplying radio stations with script shows for free if



JIMMY WAKELEY, Decca artist, gets some assistance from Doc Eaton. Wakeley likes juke music so much that he can stand on his head in accompaniment.

they'll buy Bibletope disks to play with the scripts. Jack Reilly, head of Cadet on the West Coast, had a tie with disk jock Alex Kooper on KXLA to give away Slim Gaillard's Cement Mixer platters as prizes in a phone quiz. Cadet also works disk jockey names into the lyrics of some of Gaillard's scat songs. Dick Nelson, of Gilt-Edge and 4 Star, tossed a party for press and disk jockeys in a West Coast radio studio at which talent on his labels did a show. Spot-for-Records bowed into the field by sending distributors and dealers special disks on which a few bars of the tune were played, with the rest of the side carrying a personal sales message from the artist who made the record. In its Spellbound album, ARA had special leaflets, telling the story of each side, attached to the envelopes of the disks in the package.

Bobby Weiss, of Musicaart, arranged a tie-up with the Greyhound Bus Company on an Orrin Tucker record of *Love On a Greyhound Bus*. Joe Davis, who bought up for his Davis label, old masters of records by such names as Harry James, Dick Haymes, Sammy Kaye, Jan Fennel, The Three Suns and Singin' Sam, is pushing sales of these and other platters by buying air time on Baltimore and Washington stations. Beginning April 29 and every Tuesday, Wednesday and Thursday at 6:30 to 6:45 p.m., the Davis line will be played and promoted over WCBM in Baltimore, and beginning April 30, every Monday, Wednesday and Friday, the same series will go over WJLA in Washington. Series is skedded to run 13 weeks, and Davis is lining up other cities. Davis is also buying full-page ads in out-of-town editions of *The New York Times* and *The Mirror*. Davis has also formed a new music publishing company, Caribbean Music, Inc., thru which he will push Latin American music which he will record on his own labels. Many other diskers, of course, have formed pub companies with the idea of recording and pushing their own tunes and disks.

Distribution Push

More and more of the indie platter-makers are coming to realize the importance of their distribution outlets. Some of them, such as Apollo

in New York, are quietly setting up their own company-owned and-operated distributors. The Decca Capital manner, of course, is lining up the best distributers possible with independent distributors. Some of the indies feel that their present distribution structure gives them the greatest possible edge, and others expect to growing in the disk biz. Among these are Sonora, Majestic and Signature.

First two, of course, are radio set and phonograph manufacturers and have strong distribution outlets with firms that have their set lines. Signature recently hooked up distribution-wise with General Electric Supply Company, powerful national sales organization. Other such diskers are quietly but constantly scouting around for similar distribution hook-ups with big radio set, phonograph or electrical appliance manufacturers and distributors. Philco, Westinghouse and other such concerns have been persistently mentioned along rumorway as tying up with one indie disking outfit or another, and since Signature snagged the GE Supply deal, traders and observers expect one or more other deals along these lines to break from time to time.

Co-Op Distrib and Manufacturing

Numerous indies have worked out co-operative manufacturing and distributing deals. This has been especially true of distribution from one coast to the other. Apollo, for instance, has arranged to have labels of its products to such West Coast waxeries as Gilt-Edge and Exclusive, and these Hollywood indies press the Apollos, put the labels on them and distribute in the West. Apollo does the same thing for the other firms with their pressing and distribution in the East.

On the West Coast, indie manufacturers attempted to go a step further in co-operative manufacturing, and have formed the Independent Record Manufacturers' Association thru which they hoped to buy shellac, mix materials, etc., as a pool. Internal dissension resulted in a quick folding of the org, however. Ben Pollack, Jewel Records head, has even gone so far as to attempt to set up a distribution of disks thru grocery and drugstore racks. He claims to have the most space available to spring is now in Chicago lining up a similar arrangement.

Production a Puzzle

Production-wise, the indie diskery picture is a puzzle. Numerous plateries are pressing for other plateries. Many more have their production spread out around a dozen independent pressing plants, and practically all of them are trying to line up further pressing facilities, with uneven success. Few of them are quietly setting up their own plants and hoping to build from there. Company for instance, has set up a new New York plants—12 presses in all—operating. Majestic is working on a new plant in Elgin, Ill. But, generally speaking, any guess on total indie production is as good as another.

Space doesn't permit a detailed round-up of the activities of all indie diskers in all lines. No doubt scores of worthy efforts have been overlooked, but two things: (1) By and large, indie diskers are not going to drop out of the business without putting up one whale of a tussle. (2) Their efforts must be more progressive and progressiveness in the industry.

PLAY STATUS OF FILMS WITH LEADING SONGS

(Continued from page 28)

THE BELLS OF ST. MARY'S (Burke-Van Heusen), sung by Bing Crosby in *Rainbow*. Produced by "The RKO Radio Corp." National release date—December, 1945.

WHO'S SORRY NOW (Mills), sung by Liliuokalani in *David L. Llewellyn's Production*. "A Night in Casablanca." National release date—May 10, 1946.

WANTED

Ten or fifteen juke boxes on location in or near Richmond, Virginia. Answer

J. H. CAMPBELL
1101 West Gray St. Richmond, Va.

Cigar Vendors Sailed on Way Back

Automat Grocery Slated To Open at Chicago in Month

CHICAGO, April 13.—Long-heralded Chicago opening of Clarence Saunders' automatic grocery store, "Keedoodle," will materialize sometime this month, according to a story carried by Advertising Age.

The Memphis ex-grocery king, it is said, will unveil his automat food mart for private viewing during April, with full-size operating units to be ready about June 1.

This report indicates that method of operation will be the same as previously described, with patron using a key-like instrument. Paper tape in key records name and price of item when key is inserted in "contact holes" under glass enclosed food displays.

To Form Texas Tobacco Group

DALLAS, April 13.—Several operators of cigarette vending machines are among tobacco wholesalers taking the lead in a move to organize a Texas Association of Tobacco Distributors.

Among those attending a recent pre-organization meeting were Ed Brown, Dallas Wholesale Tobacco Co.; Clarence Cleere, Cleere Wholesale Co.; Port Worth; Ed Purlow, S. H. Lynch & Co., Inc.; Dallas; C. W. Berry, Berry Candy Co., Tyler and Houston; Mr. and Mrs. Walter Price, Price Wholesale Company, Port Arthur; Christine Caple, Simon Wholesale Co., Tyler; J. W. Chambers, Chambers Cigar Co., Childress; A. C. and Ben Swearingen, Swearingen's Wholesale Co., Texarkana and Glade-water; O. M. Carmichael, Nelms, Inc., Dallas; L. W. Bushby, John Lee Tobacco Co., Waco; W. J. Mosely, Mosely Wholesale Co., Waco; Ray J. Kilian, House of Kilian, Santa Antonio, and B. B. Simms, Simms Tobacco & Candy Co., Denison.

ADVANCE NO. 11 Built for the Operator!

PRICES
AS LOW AS
\$8.00 EACH
IN LOTS
OF 100.

WRITE
FOR
QUANTITY
PRICES
ON
MERCHANDISE
AND
MACHINES!

This machine is exceptionally strong in construction—the result of over 45 years of experience, where no effort or expense has been spared!

J. SCHOENBACH
1647 Bedford Ave., Brooklyn 25, N. Y.

Novices Told To Seek Reputable Coin Companies

DES MOINES, Ia., April 13.—Better Business Bureau of Des Moines, Inc., this week joined distributors of coin machines in warning veterans and others with money to invest to beware of swindles involving vending machines.

The Business Bureau chorused the suggestion of distributors that newcomers investigate all deals carefully before making deposits.

Coin machine distributors have repeatedly pointed out the necessity of dealing with reputable and established concerns in buying routes or machines. Pitfall of the unwary in frauds, whether involving vendors or any other type of business, is the lure of quick, easy money.

Most common swindle involving vendors is the "guaranteed" route, where the swindler sells a route of machines which he will operate and return the victim a handsome monthly profit. Seldom does the perpetrator of this fraud have more than a couple of machines for demonstration purposes, but sometimes he simply leaves the victim with a number of machines bought at highly inflated prices based on the "guaranteed income." Trouble is that when the victim comes to collect his guaranteed earnings, the swindler has left town.

Lack of Beer Still Hurting Coin Play In Taverns of N. Y.

NEW YORK, April 13.—Tavern owners still report that business is on the decline in Manhattan. Most spots cannot sell beer after 10 p.m., and while establishments were overbooked until 4 a.m. in the past, after midnight there is only a trickle of patrons in most of the spots.

On Eighth Avenue, just below Times Square, tavern owners have turned out the lights in the rear of their huge bars and sell only in the front part.

North of Times Square, not hit as hard as lower Manhattan because more liquor customers collect there, report that their juke box intake has been lowered because of the situation.

On the brighter side, one bartender states that he keeps nickels flowing into the juke because "I'd be lonely without some noise around me."

Confectioners Slate Meeting

NEW YORK, April 6.—Association of Manufacturers of Confectionery and Chocolate will hold its annual spring dinner at the Hotel Pennsylvania here April 22, Harry Lustig, secretary, announced. Approximately 400 are expected to attend.

Chairman of arrangements is David P. O'Connor, director of sales of Penick & Ford, Ltd. Others on the committee are Irvin C. Shaffer, of Just Born, Inc.; William E. Fischer, Magnus, Mabey & Reynard, Inc.; George R. Engel, American Sugar Refining Company; Frank Forbes, Wood & Selick, Inc.; and Milton Mullens, Lamont, Corliss & Company.

One on Lot

NEW YORK, April 13.—Only coin-operated machine present at the Ringling Brothers and Barnum & Bailey Circus, now showing at Madison Square Garden, is a penny scale.

Don't smear—officials report that this scale "no doubt" is doing the best business of any scale in the city of New York at the present time.

Scale is located next to the main doors.

Brown Expands Cigarette Firm At Little Rock

LITTLE ROCK, April 13.—Ed Brown, owner Arkansas Wholesale Tobacco Company, said his firm has completed plans for remodeling its plant expansion of its sales and office staff and opening of a new branch office.

Remodeling operation will include construction of an addition of 8,000 square feet of warehouse space and installation of new fixtures.

New branch will be opened at Pine Bluff, Ark. At the same time sales staff will be increased to five and the company's trucks will extend operations to 22 counties around Little Rock, C. E. Johnston, manager, said.

Brown, who also operates Dallas Cigarette Service, Dallas, acquired Arkansas Wholesale from S. H. Lynch & Company, Dallas, in 1943. Lynch had established the firm in 1936. Both of Brown's firms operate a large number of vending machines.

Ops to NATD Western Show

SAN FRANCISCO, April 13.—Many cigarette vending machine operators from the Pacific Coast will be among tobacco men attending the Western convention of the National Association of Tobacco Distributors which opens in St. Francis Hotel here May 1. Meeting will run thru May 4.

Board of directors of the association also will meet during the convention. Sylvian Mirsky, a director of NATD, is in charge of arrangement for the session. He heads the distributing firm, B. Mirsky & Sons.

In New York, Joseph Kolodny, executive secretary of the association, announced the promotion of Jerome Kaufman to assistant executive secretary. Kaufman, who has been with NATD for two years, formerly was an attorney with OPA.

Tobacco Retailers Gather In Cleveland June 13-15

CLEVELAND, April 13.—Eric Calamia, president, Retail Tobacco Dealers of America, announced that arrangements are being completed for the association's national convention to be held here in Hollenden Hotel beginning June 13. Meeting will continue thru June 15.

Local committee on arrangements is headed by J. C. Newman, of M. & N. Cigar Company, assisted by Walter H. Serris, David Saltzman and Samuel Abrams, secretary, Cleveland Tobacco Table.

Machines In N. Y. Taverns

But operator reports name brands still too short to provide steady supplies

NEW YORK, April 13.—Cigar vending machines are on the way back in Manhattan. Many have been on location for some weeks and several new firms are now manufacturing and operating their own machines.

When a new tavern opened at 27th and Eighth avenues the first coin-operated vending machine on location was a new all chrome, turn-knob type, cigar vending machine. Cigars vended are an off-brand, of which a steady supply is assured.

"Popular brand cigars," Mike Strukes, cigar machine operator, states, "are not to be depended upon for that brand can be established. Also some customers have tried some of the national brands and found them not to their liking. With a so-called off-brand cigar, a following for that brand can be established with the machines. Besides, everyone will try it once. You at least have a chance of establishing a following that way."

Makers' Plans

In Philadelphia the Bayuk Cigar Company of Philadelphia announced that it will return cigars to vending machines in that territory very shortly. Before the war "Phillies" were well known as a cigar that could be vended from coin-operated vending machines in the East.

Old cigar vendors, out of service for some years, are being shined up by their owners and slowly finding their way back to the thousand-odd locations around Manhattan that have proven profitable for these machines.

During the war, prices of cigars were boosted in general and old 5 (See CIGAR VENDERS on page 117)

PERPETUAL SALES BOARD

10c PLAY—
Average Gross Take \$57.50
Average Pay Out 29.00
AVERAGE PROFIT—\$28.60

This profit can be made time and again with the same original board. The purchase of additional boards is not necessary! NET PRICE, \$6.75 EA. 2 BOARDS, \$12.00

BALL GUM

Is still scarce and will be for the coming years; better order Marlies now, the best substitute!

CAN STILL SUPPLY

Clean, Aromatic, Cane Marbles.
Barrel of 50,000 \$34.50
Keg of 21,000 23.80

NUTS—4-U

PEANUTS \$24.30

90 Pound Cans, 100 \$24.30

CHARMS

Fine Selection, 15 Cr. \$13.25
Penny or Nickel Counter, 1c
Per Cr. 1.25

Full Cash With Order,
F. O. B. Factory

ROY TORR

LANSDOWNE
PENNA.



ADVANCE Ball Gum Machines

Order now and have your preferred number in which shipments begin to move in regular order.

1 to 8, \$9.94;
10 to 24,
\$9.94; 25 to
49, \$9.94; 50 to
99, \$9.94;
100 to 199,
\$9.94; 200 to
499, \$9.94;
500 and up,
\$9.94. Price,
\$7.25.
To men, be
cause you can
ADVANCE
will be ready
for everybody.
It's light,
clean, simple,
easy, one of
OLDEST.



NOW Shipping ADVANCE PEANUT MACHINES

Get your order in
and receive priority
number.

1 to 8, \$10.51;
10 to 24, \$9.94;
25 to 49, \$9.94;
50 to 99, \$9.94;
100 to 199,
\$9.94; 200 to
499, \$9.94;
500 and up,
\$9.94.

THOMAS NOVELTY CO.
1572 JEFFERSON PADUCAH, KY.

Data Sought on Nazi Show Window - Vender for Stores

CHICAGO, April 13.—Prospect of the release of several thousand documents on German industrial processes and patents inspired speculation among coinmen as to whether the documents would include data on the coin-operated automatic-type store fronts developed in Germany before the war.

The device, termed an Automaten-Schaukasten or "automatic-show window," was developed by Seitz-Werke, GmbH, a machinery and filter manufacturing firm at Kreuznach in the Rhineland. The firm was headed by Theodore and George Seitz, and it had a branch in New York under the name American Seitz Filter Corporation.

Automatic-show window was simply a reversible display window with an elaborate vending machine on the back of it. It was mounted on a shaft so that the storekeeper could turn the window out in the daytime, then swing it around at night so that the vender faced the street at night. Thus patrons would have 24-hour service for candies, meats, tobacco or any other product.

Three Types

Only three types were developed, according to the latest information just before the outbreak of war in 1939. One was installed in a butcher shop operated by Kurt Kernann at 18 Ostendrasse in Chemnitz, an industrial city of about 300,000 in Saxony. It was about five feet high and it had 60 compartments to vend sausages, wieners and other meats. It had a coin chute and return for each of five columns containing 12 compartments. The compartments re-

sembled those of New York's Automat restaurants.

Sales promotion pamphlets put out by Seitz-Werke showed two other models. One was a 17-column candy vender, which would dispense everything from bars to pound packages. It apparently was operated by two coin chutes. When whirled around, an elaborate display window replaced the vending machine.

The other model, developed for a tobacco store, included seven one-column and one nine-column vender built into a glass show window, and two six-column venders built into the door. Vender fronts and magazines all apparently were made of glass so the customer could see exactly what he was buying. They were operated by pull-type levers similar to those on some American cigarette venders, with one coin chute serving each vender unit. By this arrangement, when the store was closed at night, the customer still would have a choice of 28 tobacco products. Each column apparently was operated by a different combination of coins.

Sample Models

One of the machines was shown at the Merchandise Fair in Leipzig during 1938, and according to reports reaching U. S. Department of Commerce officials then, orders for some sample machines were placed by English buyers. There have been no reports of any such machines in operation in the British Isles, but this may have been the type of device a candidate for Parliament had in mind in a recent campaign when he advocated establishment of all-night automats for late workers.

Obvious objection to the machine, with its all-glass front, is the ease with which it could be broken into. But development of unbreakable transparent plastics undoubtedly would provide an easy solution for this difficulty today.

USDA Predicts Rise In Tobacco Acreage Despite Price Drop

WASHINGTON, April 13.—Department of Agriculture estimated that U. S. tobacco growers will plant 1,854,000 acres in 1946, an increase of more than 100,000 acres over year's plantings, despite agitation for sharper limits on tobacco production.

In 1945, a total of 1,846,000 acres were planted to tobacco throughout the United States, according to USDA. This compares with average plantings of 1,554,000 acres in the period 1934-1945.

In Wisconsin, the Crop Reporting Service estimated that the State's tobacco acreage would be nearly 16 per cent greater than in 1945 and the largest in 14 years. Plantings were figured at about 26,700 acres.

Hershey Elected to Candy Firm's Board

HERSHEY, Pa., April 13.—Paris N. Hershey, who has been associated with Hershey interests since 1913, and D. Paul Wilmer were elected directors of the Hershey Chocolate Corporation at the annual meeting of stockholders.

William F. R. Murrie was re-elected president of the firm for the 39th consecutive year, and Ezra F. Hersey was named treasurer. L. W. Majer was chosen secretary. Other directors are P. A. Staples and O. E. Borden.

NEW CHARMS

that are different from any you've seen because they are cast from brand new post-war molds embodying every feature desirable to vending machine operators.

"Eye catching" brighter colors—no ambers, no dulls, no neutrals—perfect size for your machines—no peewees.

—Every single piece desirable and worth while.

—Molded in fine detail—a product of superior craftsmanship.

—Not just an ordinary charm pack! These new items will really spruce up your sales and profits. Can be used to good advantage with Spanish peanuts.

Pack of 100 Pieces—\$1.00

Terms: \$1.00 cash with order, balance C. O. D. Note: There is no Federal Tax on machines used for vending charms. Free copy of new exemption ruling from Treasury Department upon request.

RELIABLE NUT COMPANY

1721 Jefferson St.
LOS ANGELES 16, CALIF.

Mr. Operator:
Exactly what you have been waiting for.

"NEW"
1946 "NATION"
WEIGHING MACHINE

- * All Precision
- * Correct Height
- * Full-Range Operation

\$100.00 Cash
With Order

\$108 on Time
\$10.00 With Order,
\$5.45 Per Mo. Give
Bank References.

Special Prices—
8 or More.

F. O. B. Factory.

RUSS THOMAS
Vending Machines and Supplies
3265 Garland Pl.
MEMPHIS 11, TENN.

In Stock for
IMMEDIATE
DELIVERY

**VICTOR'S
MODEL "V"**
Patented Pre-Vender
GLOBE TYPE

Capacity: 8 to 10 lbs.
Size: 10" x 10" x 10"
Weight: 1,000 to 1,200 lbs.
Vends:
"C" and
"P" Ball Gum.
Ea. \$10.75

Model V Wall Bracket,
Ea. \$4.
Combination 14 and 24
Size: 10" x 10" x 10"
Weight: 1,000 to 1,200 lbs.
Vends:
"C" and
"P" Ball Gum, G.O.D.,
Ea. \$10.75.

ASCO. VENDING MACHINE EXCHANGE
25-27-29 Bradford Street, Newark 5, N. J.

Northwestern Vendors

Dr. Louis Marshall—\$10.75
Model "B"—\$10.75
Model "B"—\$10.75
Model 40 (12 Globe)—7.20
62 Globe, 162 Extra
92 Ball Gum, 162 Extra
Model 40 (12 Globe)—9.40

All Quotations Net, F. O. B.
Factory.

IMMEDIATE DELIVERY.
Send for List of Vending Machines,
and 1/3 Deposit When Order
Balance C. O. D.

IDEAL NOVELTY CO.
CURL F. TRIPPE
'Authorized Northwestern Distributor'
2823 Locust St. ST. LOUIS 3, MO.

NOW IN PRODUCTION

ASCO.

5¢ HOT NUT VENDOR

Beautifully designed and well constructed of strong, highly polished aluminum casings with a crystal-clear globe to display the nuts most appetizingly. A "F" aster calls attention to the machine to insure maximum sales.

The Asco 5¢ Hot Nut Automatic Dispenser is a foot-floor vendor that will produce big profits for you.

Height 21 inches. Base
9 inches wide, 8 inches
deep. Floor Stands and
Wall Brackets Available.

Send for our
Illustrated Booklet
"ASCO BUSINESS PLAN
FOR YOU"

ASCO. VENDING MACHINE EXCHANGE
55-57-59 Bradford Street - Newark 5, N. J.
Bigelow 3-7744-5

1st Meet for Candy Jobbers

1,000 Expected In Chi April 30

Three-day gathering will stress organization with carnival ball highlight

CHICAGO, April 13. — National Candy Wholesalers' Association, Inc., newly organized group of candy jobbers, will hold its first convention in the Sheraton Hotel, Chicago, beginning April 30.

Convention, which will open Tuesday noon, will continue thru Thursday, May 2, C. M. McMillan, executive secretary, said. Registration will begin Tuesday morning following a meeting of the board of directors Monday night.

Henry W. Lock, Baltimore wholesaler and chairman of the NCWA board, will preside at the three-day gathering, which will stress the need for organization among candy wholesalers and the continuing importance of having representation in Washington. Lock is associated with McDowell-Pyle & Company.

Expect 1,000

McMillan said attendance is expected to reach 1,000, and turnout may pass that figure at the luncheon scheduled to open the convention. A carnival ball will be held in the Grand Ballroom of the hotel Tuesday night. Event will feature a floor show.

Speakers will include presidents of three other major trade associations—National Confectioners' Association, National Confectionery Salesman's Association and Western Confectionery Salesmen's Association.

First general session, to be held Wednesday morning, will be devoted to discussion of merchandising, advertising and sales. J. Knox McConnell, McKeesport, Pa., will preside. Speakers scheduled include James F. Mulcahy, merchandising director of NCA, and S. H. Cady Jr., secretary of the Council on Candy. A number of jobbers also will discuss methods of sales training and trends in candy retailing.

Trade Practices

Wednesday's luncheon meeting will feature a discussion of trade practice rules affecting the candy wholesaler by a panel of business men experienced with trade rules. Remainder of the day will be left open for candy men to visit plants in Chicago, but movies on candy making and merchandising also will be shown. Some committee meetings are scheduled for that time, too.

General session Thursday morning will feature a discussion of jobbing plant facilities, with C. E. Morgan, of Morgan Bros., Inc., Asheville, N. C., as chairman. Topics will include warehousing, cool rooms, delivery trucks and inventory systems. Awards for the winner in the association's modern warehouse contest also will be announced.

An executive session for election of officers, adoption of resolutions and formation of plans for development of the association will close the business of the convention, but a banquet and dance will be held Thursday night. Installation of the organization's first president and other officers will take place at the dinner.

Over 700 Members

McMillan announced that the group's membership roll now has passed the 700 mark, and applications for mem-

N. Y. Sodamat Ops Register Fat Biz

NEW YORK, April 13.—After its first week of operation, the Sodamat, 1235 Avenue of the Americas, reports that it is doing "a record business that more than meets with our approval."

Fourteen cup venders are built into the wall of the establishment with a hot dog and waffle bar against one of the walls.

"Not only does it save time on the part of help to serve the drinks," officials state, "but we never could serve that many flavors to as many people that buy from the venders—no matter how many people we hired in this small location."

Orders Fire OK On Corn Vender

PHILADELPHIA, April 13.—Local operators were advised last week by Fire Marshal George J. Gallagher that the approval of his office must be given before popcorn machines can be installed in local theater locations.

The fire marshal said that in making inspections of theaters and motion picture houses it has been found that temporary decorations, extensions, alterations and displays are being made and additional devices installed such as popcorn machines and liquid dispensers without first getting his department's approval. This is necessary under local fire regulations.

Any devices which have been installed without the necessary approval must be immediately removed, the fire marshal said.

Approval of his office must be secured then so the regulation of the Electrical Bureau, which prohibits extensions, changes and alterations to the electrical wiring systems and equipment without first obtaining the marshal's permission be complied.

Marshal Gallagher added that these practices must stop at once and any violation of the regulations will be cause for revoking of the theater or motion picture license.

Sunshine Biscuits Declares Dividend

CHICAGO, April 13.—Sunshine Biscuits, Inc., formerly Loose-Wiles Biscuit Company, has declared an initial dividend of \$1 on its new common stock.

Members of packaged cookies for a specially manufactured vending machine, firm indicated that the return is equivalent to \$2 on the old \$25 par value stock which recently was split to \$1.50 par value shares.

Name change of the company was recently voted by the board of directors.

berhip still are coming in steadily.

It also announced appointment of five more state representatives to the council of Region No. 6. They are Harvey Miller, McGehee, Ark.; Sidney Grossman, Louisville, Ky.; P. C. Biles, Miss.; Leslie Badesau, Thibodaux, La.; and H. A. Tiller, Knoxville.

NATD Western Meet May 2-4

NEW YORK, April 13.—The San Francisco NATD convention will be the largest Western convention ever held by the association, according to H. B. Patrey, assistant secretary, in disclosing plans for the show which takes place May 2-4 at the St. Francis Hotel.

While it will not be as large as the Chicago or New York conventions, there will be 37 booths, four of them booked by vending machine concerns. Rowe Manufacturing Company will be present with its exhibit of cigarette machines along with Climatic Distributors, U-Need-A-Vendors; Blake Sales Company, Eastern Electric vending machines and R. P. Pania & Company, DuGrenier line of cigarette machines.

While no speaker is assigned the topic of vending machines, Patrey states, it is possible that coin-operated vending machines will be under discussion at the affair.

REGAL

KING OF THEM ALL



Your problems can be solved; your future can be assured; your happiness and that of your family can be made certain by operating a route of our penny Bulk Merchandisers.

See your distributor or write direct

REGAL PRODUCTS CO.

GAYS MILLS, WISCONSIN

MARBLES

While BALL GUM is scarce, don't lose your chance. MARBLES, 7/8", the perfect substitute. Round, colored glass spheres, others, 1/2", 3/4", 1", 1 1/2", 2", 2 1/2", 3", 3 1/2", 4", 4 1/2", 5", 5 1/2", 6", 6 1/2", 7", 7 1/2", 8", 8 1/2", 9", 9 1/2", 10", 10 1/2", 11", 11 1/2", 12", 12 1/2", 13", 13 1/2", 14", 14 1/2", 15", 15 1/2", 16", 16 1/2", 17", 17 1/2", 18", 18 1/2", 19", 19 1/2", 20", 20 1/2", 21", 21 1/2", 22", 22 1/2", 23", 23 1/2", 24", 24 1/2", 25", 25 1/2", 26", 26 1/2", 27", 27 1/2", 28", 28 1/2", 29", 29 1/2", 30", 30 1/2", 31", 31 1/2", 32", 32 1/2", 33", 33 1/2", 34", 34 1/2", 35", 35 1/2", 36", 36 1/2", 37", 37 1/2", 38", 38 1/2", 39", 39 1/2", 40", 40 1/2", 41", 41 1/2", 42", 42 1/2", 43", 43 1/2", 44", 44 1/2", 45", 45 1/2", 46", 46 1/2", 47", 47 1/2", 48", 48 1/2", 49", 49 1/2", 50", 50 1/2", 51", 51 1/2", 52", 52 1/2", 53", 53 1/2", 54", 54 1/2", 55", 55 1/2", 56", 56 1/2", 57", 57 1/2", 58", 58 1/2", 59", 59 1/2", 60", 60 1/2", 61", 61 1/2", 62", 62 1/2", 63", 63 1/2", 64", 64 1/2", 65", 65 1/2", 66", 66 1/2", 67", 67 1/2", 68", 68 1/2", 69", 69 1/2", 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"MASTER" NO. 77 COMBINATION PENNY-NICKEL VENDORS

Easy
To
Operate

Start
a
Route
Now!

\$15.63
In Lots of
5 or More

Two Tens, Ten and Green, Porcelain Finish,
Optional—5 lbs. of Pinchcoke or 1000 Balls
of Gum or Peanuts or other products—
prepositionally.

ORDER TODAY!

1/3 Dep. Bal. C.O.D., P.O.B. N. Y.

TRI-STATE VENDING CO.

881 10th Ave. New York 15, N. Y.

VENDING OPERATORS

Roasted and Salted Blanched

VIRGINIA PEANUTS

BY THE TON!

Vacuum packed in 50 lbs. cans—Government
sanitary. Will keep fresh for years! Open
'em up right on location! \$2.10 per dozen
cans (below our ceiling). Packed 48 or 72
cans per case. Shipping weight of 48 cans
is 14 lbs. Stock up now to insure having
enough Virginia to last until new crop
comes out next Christmas. Don't gamble
with running short of stock. Play safe.
Write, wire or phone that order in today.
Terms: 1/3 Cash With Order, Balance C.O.D.

RELIABLE NUT CO.

5721 W. Jefferson Blvd.
Los Angeles 16, California

WORLD'S FINEST PRECISION BUILT

5 CENT

BULK VENDOR

CAN TAKE IN \$20.00 ONE PUMP

DISTRIBUTORS WANTED

KANSAS CITY EAST

SALESMEN WANTED — OHAMA EAST

Out in white there is no competition. Cash
producer means IMMEDIATE DELIVERY.

LOS ANGELES MANUFACTURERS

Rm. 538, 442 E. 1st St., Los Angeles 13, Calif.

Cigarette Machines

FOR SALE

- 4 10 Col. Rowe Presidents @ \$115.00
- 4 8 Col. Rowe Presidents @ 95.00
- 4 8 Col. Rowe Royals
- (Automatic Shift).... @ 70.00

Cigarette Service Co.

108 East Church St. ELMIRA, N. Y.

British Like Coin Laundry

LONDON, April 13.—Recent display
of a coin-operated washing machine
at an electrical appliance show here
has touched off widespread interest
among English housewives and plans
are reported going forward for estab-
lishment of self-service laundries
similar to those in the United States.

Such laundries are expected to find
even wider acceptance in England
than in America, as fewer British
families have their own washing ma-
chines. Many still do their laundries
with scrub board and washtub.

Official Enthusiast

One government official already
has given his enthusiastic approval to
the project. He is quoted as declaring,
"I hope we have a lot of them—es-
pecially in industrial areas, and soon."

British coin laundries would be op-
erated on the same basis as their
American counterparts, and the
charge generally would be one
shilling for 10 pounds of laundry.
It is planned to open them in Lon-
don, Manchester and Liverpool. Each
establishment would have about a
dozen machines, and most of them
would be located in apartment house
and tenement districts. Some are ex-
pected to be open 24 hours per day.

Return of Theater Vendors in Canada Waits More Candy

ST. JOHN, N. B., April 13.—A se-
vere shortage of candy is delaying re-
turn of vending machines to theater
lobbies in Eastern Canadian provin-
ces.

Some of these machines have been
out of theaters since 1939, and they
will need reconditioning before being
put back into action, according to
operators.

Peanuts and gum are somewhat
scarce here, but last year, and the
supply of each still is far below nor-
mal and demand is running high. Re-
tailers of candy still are keeping it
behind the counter and rationing it
to steady customers at the rate of
about two bars of a half-pound a
week.

Carbonated beverages continue to
be extremely scarce. Vender opera-
tors and bottlers estimate that they
are able to meet only about 20 per
cent of the demand. With manufactur-
ers limiting deliveries, most dealers
now are sold out within a few
hours after getting supplies. Indica-
tions are that the shortage will run
into the summer despite the recent
increase in sugar allotments.

Hot Dog Vender Is Set for Tests

CHICAGO, April 13.—Jack Lewis,
of Lewart Distributing Company, na-
tional distributors of the Radio Chef
hot-dog vender, said the machines
are scheduled for location tests in
Chicago within the next week or 10
days.

Lewis said his firm hopes to have
nearly 25 machines on various loca-
tions, ranging from factories to thea-
ters and arcades. Tryouts were
planned earlier, but material short-
ages and other production problems
attending reconversion have delayed
them.

Plan is to invite local distributors
and prospective operators into Chi-
cago for showings of machines on
actual locations once engineering and
other technical tests have been com-
pleted.

Candy Supplies

Five-cent candies suitable for
vending machines and currently ad-
vertised as available include the fol-
lowing:

ADVANCE WILD CHERRY
DROPS, Metro Chocolate Company,
Inc., and Ridley's, Brooklyn.
BABY RUTH, Curtiss Candy Com-
pany, Chicago.

BOCAT, National Candy Com-
pany, St. Louis.

BOLSTER, New England Confection-
ery Company, Cambridge, Mass.
CHERRIE, Melster Candies, Cam-
bridge, Mass.

CHOCOLATE MINT PATTIE, New
England Confectionery Company,
Cambridge, Mass.

CHOCOLATE PEPPERMINTS,
New England Confectionery Com-
pany, Cambridge, Mass.

FLASH, P. Margarella, New York.
FORESTWOOD MARSHMALLOW,
P. Margarella, New York.

GREENWICH VILLAGE FUDGE,
P. Margarella, New York.

HATS-OFF, Gold Medal Candy
Corporation, Brooklyn.

HOT SCOTCH, Melster Candies,
Cambridge, Mass.

LAFAYETTE MIXED, Hawley &
Hoops, New York.

LADY LYNN NUTTY NOUGAT,
Mary Adams Candies, Lynn, Mass.

LITTLE CHUCKY, Top Notch
Candies, Inc., New York.

MELSTER NOUGAT, Melster Can-
dies, Cambridge, Mass.

NECCO, New England Confection-
ery Company, Cambridge, Mass.

PECAN PETE, Paul F. Beich Com-
pany, Bloomington, Ill.

PLAYTIME TOYS, Hawley &
Hoops, New York.

SEVEN UP, Trudeau Candies, Inc.,
St. Paul.

SKY BAR, New England Confection-
ery Company, Cambridge, Mass.

SCOTCH MINTS, Hawley & Hoops,
New York.

UNEEK, John Horne Company,
Chicago.

WASHINGTON SQUARE PEP-
PERMINT, P. Margarella, New York.

WELSH'S FUDGE, P. Margarella,
New York.

WHIZ, Paul F. Beich Company,
Bloomington, Ill.

Says Sugar Ration May Extend to '47

WASHINGTON, April 6.—Harold
O. Smith Jr., Washington representa-
tive of the National Consumers
Association, has predicted that ration-
ing of sugar may continue into 1949.

He also said that the present ration
for industrial users of 60 per cent of
amount used in 1941 probably will
continue thru 1946. He said sugar
supplies are not as large as believed
two months ago.

Southern Candyman To Gather in July

ATLANTA, Ga., April 13.—South-
ern Wholesale Confectioners' Asso-
ciation will hold its annual confer-
ence July 18-20 in Miami, according
to C. M. McMillan, executive sec-
retary. Frank P. Corso, Bixidi, Miss.,
president, will announce hotel ar-
rangements later, he said.

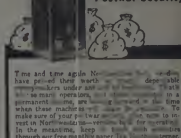
Other officers are Evans George,
Monroe, La., first vice-president,
and Sam Sawyer, Elba, Ala., second vice-
president.

Jacobs Declares Dividend

DETROIT, April 13.—F. L. Jacobs
Company, maker of soft drink vend-
ing machines, automotive parts and
appliances, has declared the regular
quarterly dividend of 62 1/2 cents on
its 5 per cent cumulative convertible
preferred stock. Par value is \$50.

Northwestern

Your Assurance Of
Postwar Security



Time and time again North-
western has proved that it is a
modern company under new man-
agement. It is a company that
will make sure of your postwar security.
In the machine long in stock, price is
through our free monthly paper, The Northwestern.

THE NORTHWESTERN CORPORATION

1 EAST ADAMS STREET, CHICAGO, ILLINOIS

THE FAMOUS COLUMBUS VENDORS (With View-Grip Locks)



Model 461-Peanut
Vender
Model 462-For
Candy,
Charms, etc.
Model 466-
Ball Gum
Write for Circular
and Prices.

MARKEPP SALES CO.
4310 Carnegie Ave. Cleveland, Ohio

"SPECIAL"	
1 kg Johnson "Sain Gaurier"	\$100.00
10 lb. Johnson "Sain Gaurier"	\$22.80
5 lb. Johnson "Sain Gaurier"	20.00
2 lb. Johnson "Sain Gaurier"	10.00
1 lb. Johnson "Sain Gaurier"	7.85
50 lb. Johnson "Sain Gaurier"	7.00
50 lb. Johnson "Sain Gaurier"	7.00
CAMEO VENDING, 432 West 42nd, New York	

12 SELECTERIA VENDING MACHINES

39 bar. Will be overhauled and refinished
by original Chicago manufacturer. Write
or telephone for details.

A. W. HUGHES
3174 N. 39th St. MILWAUKEE, WIS.

TUBULAR COIN WRAPPERS

NICKELS ONLY

25,000 \$12.50

A. A. HACKER
377 LENOX RD.
BROOKLYN 3, N. Y.

VICTOR'S MODEL "V"

Famous Pre-War
Vender

Deluxe Cabinet
Type

Model V Capacity
is 10 lbs. of
such merchandise
as 1250 to 1800 balls
of Gum, Vends 10
and "N" Ball.

Model V Del. Cab.
Type \$12.75. 8 1/2"
Model V 10 1/2" x 8 1/2"
Type \$10.00. 8 1/2"
Model V 10 1/2" x 8 1/2"
Type \$10.00. 8 1/2"

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Type \$10.00. 8 1/2"

Model V 10 1/2" x 8 1/2"
Type \$10.00. 8 1/2"

Drink Vender Shortage In East Felt as Summer Near

NEW YORK, April 13.—Location owners report that New York City is suffering from a lack of coin-operated soft-drink vending machines. Now that the warm weather season is closing in, they complain, the shortage is being felt more than ever.

In a hurried survey around the busy spots of Manhattan, out of 12 top soft-drink vending machine locations, only one had a vender on location. When asked why their establishments didn't have machines, owners report that either they haven't been approached on the subject, or they said a concern for a coin-operated vender and were told they would have to wait a little while for a machine.

Officials of a Times Square motion picture theater with a three-flavor cup vender located between their rest rooms, said that they would like to obtain another because of the volume being done on the present machine.

Used Machines

Some operators forewarn the present shortage of soft-drink venders in New York and looked around the used machine market for venders in fairly good working condition. These are the few machines that are now around the city.

Other operators have started plans along the lines of the Sodamatt, which opened recently near Times Square. Fourteen cup venders are built into the wall in an ultra-modern type establishment. A similar location is now in operation along the Boardwalk at Coney Island, at the Atlantic City Boardwalk, and several proposed other locations are now being readied for business in Manhattan.

Besides the pre-war bottle and cup vending machine manufacturers, already many other firms have announced their desire to enter the field. Several West Coast and Midwest firms are now at work on a limited production basis. Two firms located in the city are expected to announce their plans within a week or two at most.

More Drink Venders

"Too much attention is being paid to new-type food and novelty venders, one operator said, "and not enough to the standard pre-war bread and butter vending machines."

A Brooklyn operator said that he has been lucky in getting delivery of ten milk vending machines, which he is using to vend soft drinks. When he can get enough soft-drink venders, he said, he will use the milk venders for factory locations where he has

New Coin Typewriter Firms Seeking Hotel Locations in N. Y.

NEW YORK, April 13.—Coin-operated typewriters are the subject of conversation these days in many downtown Manhattan hotels. While the Type-o-Matic firm has been operating for some time here, it seems that there are two newly established firms bidding for locations.

Coin Typewriters, Inc., is using standard typewriters with coin mechanisms attached. Typewriters are "lamped to any desks available. Another firm is also coming out with an electric coin-operated typewriter that is awaiting typewriter production upswings before announcing its full plans.

Type-o-Matic's typewriters are secured to a special table that has the machine in it. Operating for a time in several locations include some of the best Times Square hotels, USO clubs and railroad stations.

already promised the machines.

Soft-drink manufacturers state, when queried on the subject, that while present sugar regulations affect production of the larger firms, it is helping the smaller ones to get a foothold on the market. Because of this the larger concerns are using every means at their disposal to keep their products flowing to coin-operated machines—"even at the risk of losing fountain sales."

Adrian Rothenberg, operator of soft-drink vending machines in New Jersey, claims that the entire East Coast is short on soft-drink venders. In relation to number of locations, number of people and number of machines on hand, there is no other section of the United States as short of coin-operated equipment as the East, he said.

Distributors of venders in Manhattan claim that they have more orders for machines than they know what to do with.

Cigar Venders On Way Back

(Continued from page 113)

and 10-cent favorites were next to impossible to secure. They are still in fairly short supply, dealers report. Cigar operators further state that the average cigar sold before the war was priced at 10 cents, with heavy favorites in the 5-cent class. During the war the average cigar sale was around 16 cents, with a drop now to about 12 cents.

War Experience

Overseas soldiers found that cigars cost them next to nothing compared with prices they had seen in the States, and the cigarette shortage made many of them confirmed cigar smokers. The War Department, not foreseeing the increase in cigars smoked by the armed forces, found it necessary to cut the weekly overseas ration of them first from 21 cigars a week to 16, then to 12, and finally to nine.

It was not until early 1945 that post exchange officers in Europe could raise the cigar ration again to 14 a week. Even at the war's end it was considered impossible to allow the ration to go back to the 21 a week that was in use up to late 1943.

More than a few former ex-servicemen that formerly smoked cigarettes now go in a cigar store to purchase cigars. Dealers report that expensive cigars that soldiers received while in service for a few cents are in steady demand.

New Machines

Robert Z. Greene, president of Rowe Manufacturing, said at a recent NATD forum that his firm would manufacture a cigar vender "in the near future." Other cigarette vending machine manufacturers will undoubtedly follow suit because of the demand for that type vender.

Most popular of the cigar venders now on location is the wall type that looks like a gum machine. Operators report that wrapped cigars are the only type that should be sold thru these machines and extra care such as taken to insure the vending machine patron of a fresh smoke.

"Survey after survey," operators report "tell us that half the goodness of a cigar is whether or not it is fresh."

Strikes claim that his machines are already paying off more than he had hoped for in such a short period. Other operators further claim that unlike the cigarette machine business, "top-paying locations are to be had without any effort at the present time."

Macy Movie Mchs. Create Sensation

NEW YORK, April 13.—Installation of eight movie machines in the theater section of Macy's has created a sensation, according to store officials. Two weeks ago, when installed by Charles Shankman, a rack was put in to hold 14 to 16 machines, but it was decided to try eight as a test. Special steps-ups were constructed to allow children to see the cartoons.

Officials claim that large crowds around the machines have been blocking traffic. While intended for youngsters, Nat Halpern, Capitol Projector Corporation, states that grown-ups aren't giving the children a chance at the machines.

N. Y. Gets Authority For Parking Meters

ALBANY, N. Y., April 13.—Gov. Thomas A. Dewey has signed a bill giving the city of New York permission to install parking meters. Up to now all cities in the State except New York had the right to use meters.

Also signed at the request of Mayor William O'Dwyer, city officials say that installation of meters is not being considered at the present time.

O'Dwyer said that while he could see no immediate use for meters, he didn't see any "reason why State law, in granting the power to do this to all cities, should exclude New York. The city should certainly have the same power as other cities to decide this local question."

Shine-A-Minit Distribs for Ohio and N. Y.

MILWAUKEE, April 13.—Appointment of two distributors of the new coin-operated shoe-shining machine, "Shine-A-Minit," was announced by A. R. Slade, general manager of Coin-Arts Industries, national distributor of the device.

Benjamin Brenner and Herman Tepper, of the Panoram Distributing Company, Coney Island, N. Y., were named distributors for the device in metropolitan and Eastern New York.

Meyer M. Marcus, head of Markepp Sales Company, was appointed distributor for Ohio.

Announcement was made after visits to the Coin-Arts plant here by Marcus, Brenner and Tepper. Slade announced that the machine is now being readied for production.



Brand New!

Shinem Triple Stamp Machine Vends 3¢, 5¢ and 10¢ Shoe Shine. Footrest Operated. Price \$39.50 each. **FREE** DELIVERY. 1/3 cash order. Balance C. O. D.

Send for Free Descriptive Leaflet & R. H. ADAIR COMPANY 6924-26 Roosevelt Rd. Oak Park, Illinois. Prices for Machines \$1.00 Per Month. Less in Quantity.

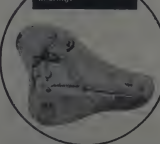
ANOTHER FEATURE

in the

DUGRENIER Challenger



Delivery mechanism creates an movable steel racks and stationary shaft mounted on ball bearings



THIS FEATURE PROVIDES EASE OF OPERATION, ELIMINATES ALL TANGLE AND INSURES MAXIMUM LIFE OF THE MECHANISM.

ARTHUR H. DUGRENIER, INC.

America's Foremost Manufacturer of Automatic Merchandisers
16 HALE STREET, HAVERHILL, MASS.

Calif. Amuse. Directs Phone Music for Wolf

SAN DIEGO, Calif., April 13.—Altho Bill Wolf has changed the name of his branches in Los Angeles and San Francisco from California Amusement Company to M. S. Wolf Distributing Company, the local branch will continue under the former title. Wolf's spots in Los Angeles, San Francisco, Portland and Seattle will distribute while the local office will continue to operate a continuous and measured music.

Office is under direction of Bill Smith, well-known music man, who joined this organization several months ago. Continuous music is provided with outlets in the swank San Diego Club, Saddle Rock Grill, Tower Bowling Alley; Sears, Roebuck & Company, and the Kelly Laundry supplied with C. F. MacGregor transcriptions. Laundry has music thruout the plant and has increased its employee efficiency thru the installation.

Wurlitzer's telephone music has a set-up with radio that permits the piping of newscasts, baseball or football broadcasts into the wall and bar boxes. Music is piped to the boxes from a centrally located music stand, when the operation is mechanical. When manually operated, there is a five-minute pause between numbers, giving the operator an opportunity to announce the following tune. Announcement is heard only in the boxes in operation. However, when equipment is available, relays will be placed in every box to permit the title of the tune to follow to be heard.

Music to the counter boxes is planned with the operator being given a list of tunes to play. In the morning sweet music is played, with dinner music put on during the lunch hour. Following lunch, and during the cocktail hour, the tempo is speeded with a slowing to dinner music tempo followed in the late afternoon and evening. After 10 p.m. the music offered is on the swing side.

Firm also operates boxes on location.

Record Makers Set Big Output

CAMDEN, N. J., April 13.—With an estimated 400,000 juke boxes expected to be in use before the end of the year, even the most conservative record manufacturers expect their 1946 sales to treble the 1939 production mark of 130,000,000 disks, provided they have no trouble in obtaining materials and labor.

Optimistic as the outlook is, none of the producers know when they will be able to start stepped-up production programs. During the war there was a shortage of shellac, one of the principal ingredients of standard disks. That shortage was recently alleviated, but the big problem of getting machinery for the making of records, manufacturers expect, will set back the program many weeks.

This was revealed by RCA-Victor officials at Camden, N. J.

Today the average "hit" record sells about 250,000 copies. Back in 1936 the top hit averaged only about 25,000. In 1944 the late Glenn Miller's recording of *Chattanooga Choo-Choo* reached the 1,000,000 mark. Since then numerous other successes have reached that figure, with juke boxes helping to get the song started in every case.

Columnist, Coinman Engage in Exchange of Sallies on Jukes

DETROIT, April 13.—Victor J. De Schryver, secretary-treasurer of the Michigan Phonograph Owners' Association and head of Marquette Distributing Company here, has taken issue with the redoubtable Malcolm W. Bingley over his recent column on juke "noise" appearing in the *Detroit Free Press* and other Knight newspapers.

Good-humored exchange of correspondence between the professional music man and professional opinionator now serves as the basis for another Bingley column. Slugged *More on Music*, it is reprinted here in full:

I have here a letter of protest from Victor J. De Schryver concerning my mention of the juke box we found in the hamburger stand at the end of the Apache Trail. The gentleman says:

De Schryver Note

"Dear Mr. Bingley: Get all steamed up when I read your column because you had apparently spoiled a delightful tale with a nasty crack at the juke box—a machine that has supported my family in Detroit for as long as you've spent learning about your old home town."

"While nursing my wounds I read the Pellicud Pillar again (as I've had to do many times in the past) and the awful truth struck me. That rascal

Bingley is right—again. Too many times in the past the juke box has been a public earache—despite the fact the juke box is stuffed off my family's stomach-ache."

"Well, while you were on vacation, science kept marching on and delivered to me by air a juke box with electronic ears. This patriotic-looking instrument has learned a secret of good breeding—it lowers or raises its voice according to the varying degree of sound in the room. It's gone by the name of microphone, but constantly measures in decibels and, by electronic impulses, instantly adjusts the volume of the juke box to ear comfort level."

"Now I feel better. No public earache and no private stomach-ache. And, by the way, did you ever think that you could tell something of the character of a restaurant or tavern owner, or their customers, by the records they have in their boxes? It will be interesting to see what effect a dimitted, well-bred juke box, when fact based, the available sound, will have on public taste in the better spots in Detroit."

Nickel Invitation

"The nickel is an invitation to investigate the possibilities of culture, or at least comfort, in our new juke box, but you can't take two 10-cent breaks in your autographing chore, so in our new showroom and we'll be glad to have you."

Answer: Dear Mr. De Schryver: I received that nickel. But, I thought a joke with it. How do you expect me to do any scientific research on juke boxes with one dinky nickel? Such investigation would take a whole barrel of nickels.

And even with the expenditure of all this money, there would be the greater cost of getting chummy with the customers to ascertain their "consumer reaction."

And I am quite sure that these findings would be in keeping with the facts already developed by the Bingley Research Institute's investigation in preparation for the opening of that ideal restaurant.

This survey shows that music is bad for digestion when coming out of a juke box. The reason is simple. The fellow who gets to the slot first with his nickel starts his favorite tune. Now at least one-half of the people eating are so tired that they

(Scribe, Coinman Scribe, page 125)

WPOA Board Members Meet In Milwaukee

MILWAUKEE, April 13.—Board of directors of Wisconsin Phonograph Operators' Association, Inc., held their monthly meeting at Medford Hotel April 8.

Attending the meeting were Doug Optiz, Milwaukee; Kenneth Ferguson, Stillwater, Minn.; C. S. Pierce, Broadhead, Wis.; S. J. Hastings, Milwaukee; Charles Hopp, Manitowish, Wis.; Kenneth Roy Stone, Rice Lake, Wis.; George W. Gessert, Milwaukee; Sam Anderson, Rhinelander, Wis.; Arnold A. Fuchs, Beloit; Harry H. Wicher, Watertown, and Louis Jacobs, Stevens Point, Wis.

Association, tho it has been in operation for a comparatively short time, is rapidly expanding its membership and is now looking to assist all State music operators with their problems.

Association's aim is to promote co-operation among operators and the general acceptance of coin-operated phonographs. Meetings will be held each month by the board of directors.

AMI Ads Shown By Type Group

CHICAGO, April 13.—Four advertisements of the American Institute of Management Company (AMI) were selected by the Society of Typographic Arts for display at the Society's annual Exhibition of Chicago Design and Printing in the Art Institute. Advertisements were chosen for excellence as examples of printing and advertising techniques.

The show, which opened in March, will continue thru April 26.

AMI ads, all of which appeared in *The Billboard*, were prepared by the firm of Mangin & Eckland, James T. Mangin, president, and Eckland, members of STA, and Mangin formerly was one of the Society's directors.

Pete Rigidon Joins Dad in Aireon Sales

KANSAS CITY, Mo., April 13.—Pete Rigidon, recently was discharged from the army, has joined Aireon at a district sales manager to work under his father, Ralph, who is regional manager for the firm in Louisiana, Texas, Oklahoma, Kansas and Missouri. Kansas, Nebraska and Southern Illinois.

Both attended the recent showing the company's phonograph at the American Distributing Company, Dallas.

Elder Rigidon is a veteran of the industry, having started in 1927 with Holcomb & Hoke, builders of an early automatic amplified phonograph.

Young Rigidon was a licensed mortician before entering the army, but the family tie to the music business brought him to his present post, he says. He suffered shrapnel wounds in the chest and neck and a shattered jaw during the battle of the bulge. He was a major.

Fuller Given Newly Created Wurlitzer Job

NORTH TONAWANDA, N. Y., April 13.—Paul M. Fuller has been appointed to the newly created position of director of merchandise for the Rudolph Wurlitzer Company's North Tonawanda Division, according to Carl E. Johnson, general manager. Fuller's department will serve as a clearing house for all pertinent data for the design of Wurlitzer products manufactured in the North Tonawanda plant, Johnson explained. Products will include phonographs, electronic organs and soft drink vendors.

Aim is to design the products in accordance with requirements of the markets in which they will be sold. Johnson said. Department will be divided into three sections. They will be field research, design and modelization. Research section will specialize in field and market surveys and in the investigation of new materials. Fuller said complete physical and chemical laboratories will be maintained for the purpose of analyzing materials and developing their adaptation to the company's products.

Fuller has had broad training in art, architecture and design in Europe and the United States, Johnson said. He was manager of the interior decorating studios and construction department of Marshall Field & Company, Chicago department store. Later he established his own architectural and decorating firm in Chicago. He conceived and directed the famous multi-dollar Black Forest exhibition at the Chicago World Fair in 1934. He became associated with Wurlitzer in 1936 as a design consultant and has been responsible for styling of the company's phonographs and auxiliary equipment. He was named manager of the product design department in 1944.

Schwartz Heads Firm To Handle Juke in Canada

MONTREAL, April 13.—Trans-Canada Distributors, Ltd., newly formed corporation, has been granted the franchise for the new Challenger phonograph in Canada, J. M. Schwartz, president, announced.

Associated with Schwartz are Mardy Morosnick, of Winnipeg, and J. H. Meyers, of Vancouver. Headquarters of the new firm will be at 1247 Guy Street, here.

Schwartz, who is owner of the Quebec Coin Machine Exchange, Regd., Montreal, will handle distribution in Eastern Canada. Morosnick, who owns the Winnipeg Coin Machine Company, will look after distribution thru Midwestern provinces, and Meyers, who operates Music Service of British Columbia, will handle sales in the Pacific Coast territory.

Packard Plans For Cincy Expo.

INDIANAPOLIS, April 13.—Participation of the Packard Manufacturing Company in a co-operative exposition at the Union Station here was announced this week by company officials.

The exhibit, under sponsorship of the Indianapolis Exhibition of Commerce, will be opened soon.

Thar's GOLD in them thar * MEASURED MUSIC *

SYSTEMS

and the BIGGEST PROFITS ever



*** MEASURED MUSIC ***—this new system of merchandized music is a gold mine compared with older systems because:

1. The attractive chrome metal unit is precision built and tone modulated. It really pulls more plays.
2. Individual unit at each table or booth is heard only in the immediate area. Those that don't pay can't hear the play.
3. All of the units in one location can operate at the same time, each taking in more money for you—that's a multi-take.
4. Only one set of records (with telephone wire studio system), no title strips to install, no complicated mechanisms to repair; one service man can look after many locations.
5. Less attention to locations since one set of records can service an entire city wide system.

THE HOME OF PERSONAL MUSIC

Write or call
for information.



Deliveries are
being made now.

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P. O. Box 720, U. S. Highway No. 1, Newark, New Jersey
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USED RECORDS

100,000 Used Records
From Juke Boxes
Popular,
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10c Each Lots of 1000

1/3 DEPOSIT, BALANCE C. O. D.

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423 BROAD STREET
NASHVILLE, TENN.

"THE HIGHEST BIDDER"

TURN YOUR USED RECORDS
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WILL PICK UP WITHIN 100 MILE RADIUS.

RECORD DISCS

For 61, 71 and all other Warlike
Counter Models, reconditioned. I
will make your old discs the same
dimensions as when new and guar-
antee them to give satisfaction.
Price \$7.50 for set of 12, or \$6.00
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IN CONNECTICUT . . .

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STATE

MUSIC DISTRIBUTING CO.

1156 Main St., Hartford, Conn.

Ralph Colwell, President

J. Conner Gordon, Gen. Sales Mgr.

WILL PAY

8c each for used RECORDS. Write for
full details.

Davls Distributing Corp.

625 Erie Blvd., East Syracuse 2, N. Y.

FOR SALE

1 "30 Standard Rock-Ola Dila-A-Tone Phonograph,
Floor Model, "planned with standard 10 Dial-A-
Tone Record Changer. This equipment in perfect condition.
Low on location. Will sell for \$225.00. No cash,
balance in 30 days.

PENNY MUSIC SERVICE

914 WATER ST. MEADVILLE, PA.

AMERICAN FOLK TUNES

Cowboy and Hillbilly Tunes and Tunesters

All Communications to 155 N. Clark St., Chicago 1, Ill.

Folk Music Up

American folk music, which is hitting new highs in popularity throughout the country, will be the subject of a forthcoming Paramount Picture titled *Autobiography of a Ballad Hunter*. It is based on the life of John A. Lomax, who has searched for early American folk tunes for over 35 years. He has sung or recorded several thousand tunes which are now in the Library of Congress. Bing Crosby will probably be selected for the leading role, for this role would be a choice plum for any of the well-known folk artists appearing today.

America's favorite folk tunes are coming to life. Walt Disney has started a series of full-length cartoons based on familiar folk legends and folk songs. First of the series is *Make Mine Music*, a musical comedy which coincides the hillbilly favorites, *The Martins and the Kays*. Other such favorites will be incorporated into future cartoons of the series.

Altho he had 90 days, Jack Guthrie was busy on his recent army floundering. He waxed some new records and transcriptions for Capital Records and visited Nashville for a two-week engagement on the Opry House Matinee as guest of Ernest Tubbs.

Tex Ritter, having broken all records at San Antonio Theater on his recent tour, is making arrangements for a similar tour. With Wesley Tuttle, Ritter will return to the Lone Star State in mid-April accompanied by Dub (Cannonball) Taylor, Slim Andrews, and, of course, Ritter's horse, White Flash.

Davis Records

First releases of Gov. Jimmy Davis's recent recording session for Decca records are hitting the counters. Numbers chosen for these releases are *Tired of Crying Over You* and *Frank Loesser's Wave to Me*, My Lady. Releases mark the first appearance of Governor Davis with a popular band. Lawrence Welk's orchestra, having proved its talents as accompanist for Western ballads on a Red Foley record, provides the music.

Judy Canova, well-known hillbilly singer, has taken to writing. She is recording her singing and acting experiences for posterity in a book. Title will be *There's a Punch in Judy*. Roy Acuff's latest Song Folio No. 102 has hit music counters. Published by Acuff and Rose, it contains 20 of Roy's latest tunes. Among the

numbers are *Pins and Needles*, *We Live in Two Different Worlds*, *No One Will Ever Know* and *Blues in My Mind*. Folio also contains many photos of Roy, his family and his Smoky Mountain Boys.

Bobby Cook, of KMA, Shenandoah, Ia., is still with Herpo, of the former WLS. Herpo and Tay team. They are planning to take out their tent show this summer, using station cars. They had the show in Ohio, West Virginia and Kentucky last year.

Bluff Creek Sound Night. Hiram Higby, show producer, also emcee, is an old-time showman, having appeared with some of the best known radio acts in the biz. Harry McAlife (Big Slim, the Lone Cowboy) was off the air several days recently when his father died. Slim will leave WWVA the last of April to start on his Canadian tour. He sold his 3-year-old cot, General, son of his famous flash, to J. M. Bailey, the circus owner.

Gregory Song Book

Cowboy and Bobby Gregory are doing up another song book this fall—song book No. 2. Slim's latest song, written in collaboration with Mary Jean Shurtz and Chaw Mank, *Nothing More To Say*, is proving to be a popular number over WWVA way.

Slam will record the song this summer. Sunflower, popular girl singer of WWVA, is ill in the hospital. Smiley Sutter and Reed Dunn are doing the solos that Smiley and Sunflower did formerly. Woody Woodell, of WPIC, Sharon, Pa., has a new book of songs that has many popular folk songs in it, as well as photos of radio and movie personalities. Songs include such favorites as *Shame on You*, *No Letter Today*, etc. Woody is heard over WPIC each afternoon and is also making many p. a.s. to packed houses. Grandpa Jones went topside April 6, Grand Ole Opry, with his singing of *I Like Molasses*.

Curly Miller and group, including Lida Hollie, Jimmie Hutchinson, Marion Martin and Froggie Cortez, have taken over the morning program formerly held by Elaine Smith on WEST. Blotie has left the air for a while. Bucky Bartfield, who is with Pee Wee King and his Golden West Cowboys, is one of radio's outstanding old timers.

Lew Childs, also of WSM, gave a palm-pulling rendition of *You Can't*

Break the Chains of Love, on the Grand Ole Opry recently.

WLS Fairs

County fair season isn't far off and WLS acts will be hitting the highways again this year keeping dates with their listeners at fairs throughout the Midwest and bordering States. East of the WLS Artist Bureau, has closed contracts for several fairs in the Wolverine State.

Our President Was Called Away to Heaven by Bow-Low Mel and Matt Pelkonen, published by Russ Hull's County Music of Chicago, will probably be heard plenty. It was written as a memorial to the late President, Franklin D. Roosevelt. WFL's Hayloft Hoedown continues to pack them in every Saturday night at Philadelphia's Town Hall. In addition the portion of the show that was aired on WFL's live radio from coast-to-coast has been increased from 15 minutes to a half hour, owing to the success of the program.

Newest addition to the already outstanding cast of Western performers is Pee Wee Miller, formerly of New York's Village Barn. Pee Wee is heard playing guitar and bass, and he sings Western ballads and pop songs. Recent guests, such as horse, Bob Ball, and his master Tex Smith, Smith and the horse clicked in their air appearances.

Along with his WFL and ABC popularity, Hayloft Hoedown continues to be one of radio's live radio night stagehops. Tickets are \$1 top for adults and are on sale all week in advance of the show at the Central City Ticket Office in the center of town. Office reports consistent response for tickets and say it is one of their most popular offerings.

Jack Steck is emcee of the show. Rest of the cast comes from Pete and Elmer Newman's Sleepy Hollow Gang which airs at noon each day on the station and plugs the Saturday night show daily.

Pacific Coast News

Cal Shrum and principals of his first Westernair picture, *Swing, Cowboy, Swing*, do a new p. a. at the Lyric Theater, Salt Lake City, beginning April 22. Shrum's new recording company, Westernair Records has inked over 20 vocalists to recording contracts, including Alta Lee, Don Weston, Jeannie Akers, Al Winters, Walt Shrum, Rusty Cline and Britt Wood.

Globe Records will release five disks in May, featuring Jerry Orb and his Texas Ranchers, Elmer Christian and Bar X Cowboys, and Shelley Lee Alley and his Alley Cats.

Texas Jim Lewis and his Lone Star Cowboys now airing over KEOA on Rancho Round-Up Time from the Riverside Rancho, Los Angeles. Featured entertainers include Toby Jones, girl vocalist; Don Jackson, male crooner, and comic, Buddy Hayes. . . Merle Travis, of Cottonseed Clark's Hollywood Barn Dance, has been set for his own program of Western songs and guitar music over KFI (Los Angeles) via daily sponsorship of Sunway Vitamins. . . Western Harness Racing Association held a cocktail party for radio announcers and commentators, marking the opening of harness racing at Santa Anita.

6¢ PER POUND!!

We will purchase used shellac record scrap records at 6¢ per pound. Ship us freight, mark your bill of lading "recording material" to insure obtaining low freight rates. We pay all freight on this basis, deducting same plus tax, and will remit to you on a basis of 6¢ per pound on net weight. Do not ship laminated records!

UNITED RECORD CO.

3114 TRINITY STREET

LOS ANGELES 11, CALIF.



MUSIC FOLK line up at Dallas showing of new Aireon by Earl Reynolds's American Distributing Company. Left to right: Mrs. Earl Reynolds, Joe W. Holloway, Aireon advertising manager; unidentified lady; Jack Matassa, service department; Mrs. Porter Harrison; Pete Rigdon, district sales manager; Porter Harrison, distributor; Earl Reynolds; Ralph Rigdon, regional sales manager; Harold Smith, serviceman.

ROCK-OLA

COMPOSITE FRONT . . .

*Complete lightup assembly
built into front door. When
open offers full accessibility
to all units.*



COMPLETE VISIBILITY

*Chromium plated 20 Record
Mechanism Coin Chutes—
Program—Thank You Register
and Cancel Button in view*



*The
PHONOGRAPH
OF TOMORROW*



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NOW ON
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ROCK-OLA THE PHONOGRAPH OF TOMORROW

6 Mills Empress\$375
2 Wurlitzer 24-Victory...\$450
1 Wurlitzer 600K-Victory...\$475

READY FOR LOCATION

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Now Is The Time To Unload Your TWIN 12's & 24 WURLITZER

HIDEAWAYS, COMPLETE WITH ADAPTERS

Phone, Write or Wire

MARSTON DISTRIBUTING CO.

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Phone Cadillac 4082



Homer E. Capehart wires

I am happy to announce that we will begin shipment
of PACKARD PLA-MOR PHONOGRAPHS in June.
Please advise all of your customers.

ANGOTT SALES CO., INC.

2616 PURITAN AVE.

DETROIT 21, MICH.

Two New Music Concerns Open In Philadelphia

PHILADELPHIA, April 13.—Two new music firms opened here this week.

Personal Music Corporation, a foreign corporation organized and existing under the laws of the State of Delaware, whose principal office is located at 19-21 Dover Green, Dover, Delaware, gave notice that application will be made to the Department of State of the Commonwealth of Pennsylvania, at Harrisburg, Pa., for a Certificate of Authority.

Certificate will permit them to do business within the State of Pennsylvania under provisions of the State's Business Corporation Law.

In their application the corporation says that the character and nature of the business it proposes to transact in Pennsylvania is the operation of coin music boxes, juke boxes and similar devices; to conduct a general music and entertainment business.

Proposed registered office of the corporation in Pennsylvania will be located at 204 Colonial Building, 13th and Market streets, Philadelphia.

Wise Made

Second firm is Music by Wire, Inc., which is incorporating in Pennsylvania and the names of its principals have not been announced.

Music firm is being organized to furnish, convey and disseminate to customers by the medium of wire, music and advertising. They are also going to sell, manufacture, rent and buy and repair all types of sound producing equipment, radios, sound records, music vending machines, electrical appliances and equipment and other kindred products.

Firm, in its application, says it is going to provide programs of an educational and religious as well as musical nature to its customers by means of wire and other methods of communication and reproduction.

Indiana Music Operators May Join Biz Group

INDIANAPOLIS, April 13.—Members of Music Operators' Association of Indiana voted to become members of the Better Business Bureau following an address by a representative of the bureau at a meeting here April 1.

Meeting of the State Association preceded an evening session of the local music merchants held at Indianapolis Athletic Club. Both groups were presided over by Henry Wind, Hooper-Simplex Music Company, who is president of both local and State organizations.

New members admitted were Bob Hall, Richmond, and Simon T. Fowler, Cambridge City, operators. Mrs. Blanche James, of James Mu-

Columnists Love Juke Statistics But From Where?

CHICAGO, April 13.—Dale Harrison, about-town columnist for The Chicago Sun, treated his readers this week to that venerable favorite of the boys who have to fill a column of type daily—statistics of the juke box business.

Under the title "Nickel, Nickel Nickel" and without citing any sources, Harrison reported as follows:

"People in Chicago fed 298,000,000 nickels into 15,000 coin machines last year. Translated into money, that's \$14,950,000—a lot of money to hear Bing Crosby sing The Bells of St. Mary's.

"These 298,000,000 nickels bought 12,416,666 hours of juke box music, which is at a rate of \$1.20 an hour.

"The national 'take' of the juke boxes is between \$8 and \$10 per week. In Chicago the average weekly take is exactly twice that amount.

"In Chicago proper, there are 9,200 coin machines."

Juke Showing Opens Wolf's Seattle Home

SEATTLE, April 13.—M. S. Wolf Distributing Company opened its third and latest distributing branch here this week with the showing of AMI phonographs.

With Bert Beutler, branch manager, Bill Wolf supervised activities playing host to more than 500 music men in the Puget Sound area during the two-day event.

Opening of the local branch gives Wolf outlets in Los Angeles, San Francisco and Seattle. Portland branch will open in mid-May with A. M. Moss as manager.

Seattle quarters, located at 2313 Third Avenue, have been remodeled. Nearly half of the 7,000 square feet of floor space is devoted to display space. Glass front set between glass brick pillars is featured on the exterior of the one-story building.

S. F. Staff Aids

Wolf brought in office managers and staffs from other branches to assist in the showing. On hand from Los Angeles were Frank Butterfield, service chief; Charles K. Ryman, auditor, and Mrs. Gordon Williams. Representing the San Francisco office were Garbon Moss, M. W. Griffin and Anona Gates. Bill Smith, manager of California Amusement Company, San Diego, flew to represent his branch.

Seattle staff includes Mrs. Vera Jones and Richard Wehr.

sic Company, is secretary of the association.

BEST-SELLING POPULAR RETAIL RECORDS

(Continued from page 30)

POSITION	Weeks at Top	Title	Artist	Label
1	9	7.	SIOUX CITY SUE	Bing Crosby and the Jesters
			You Sang My Love Song to	Decca 23508
			Somebody Else	
4	7	8.	ONE-23, TWO	Freddy Martin
			Sleepy Baby	Victor 20-1836
6	7	9.	OH! WHAT IT SEEMED TO BE	Dick Haymes-Helen Forrest
			Gave Me a Little Kiss, Will You	Decca 23501
2	10	10.	HEY BA-BA-RE-BO	Lionel Hampton
			Slide Ham Slide	Decca 18754
			YOU WON'T BE SATISFIED (UNTIL YOU BREAK MY HEART)	Leo Brown
			Come to Baby, Do	Columbia 36584

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MOVIE MACHINE REVIEWS

Assembled and released by Soundies Corporation of America, Inc. Release date, March 25.

Program 1232
The stunning Dinning Sisters present the lovely tune *Valley of the Sun* in their own inimitable style. Girls demonstrate their talent and charm clad in attractive evening gowns. (R. C. M.)

Friday Cat, a clever novelty number is sung by cute Jean Porter, Hollywood starlet, with a girl trio accompanying. Ray Noble's orchestra, dressed in a mixture of everything from swimming shorts to tuxedos (a sort of "come as you were when you were invited" theme) furnish the music. (R. C. M.)

Deuce Spriggins and his band with The Plainsmen Trio sing and play the current leading record seller *Sioux City Sue*. Lovely Carolina Cotton gets herself sung to and chimes in with a few choice yodels. (R. C. M.)

An unusual pop number *I Hear Music* is sung by Grace McDonald. Grace and handsome Wesley Adams do a sprightly dance. (Minoco)

Hollywood's newest senecoth, the blond and luscious Nilsson Twins ask the musical question *Why Don'tcha Kiss Me?* The guitar, xylophone and piano of the Hal Borne Trio provide the music. (R. C. M.)

Beat Me Daddy Eight to the Bar is played by Gray Gordon and his band, with Meredith Blake doing the vocals. Scene is a boat deck. (Soundies)

Blond Imogene Lynn sings a catchy tune entitled *Under the Banana Tree*. Little Terry Vance, in costume decorated with bananas, does some torrid dancing while chorus girls (6) provide a tropical atmosphere in the background. (R. C. M.)

The old pop hit tune *Lullaby of the Rain* is sung by Melton Moore

with Mary Dowell providing the eye-appeal. Three shadowy gals with umbrellas do a dance in the background. (Soundies)

Assembled and released by Soundies Corporation of America, Inc. Release date, April 1.

Program 1233
Johnny Long and his orchestra play a novelty number called *Junior*. Junior himself, the boy trumpet wonder of the band, gets in some hot licks on the horn. Francy Lane sings the vocals. (Filmcraft)

The old and ever popular favorite *Maybe* is presented by The Kidoodlers. These four boys with musical toys harmonize beautifully on this number. Gals (6) do an attractive dance. (Minoco)

Vocal artist Larry Stewart and dancer Cedi Eames combine their talents to make *What a Difference A Day Makes* a charming number indeed. An all girl orchestra (6) expertly furnishes the music. (Filmcraft)

Isn't That Just Like Love is sung by dimpled radio star Sylvia Froos. An all girl orchestra (10) accompanies her. Band set. (Minoco) Carolyn Gray, featured vocalist with Gene Krupa's Band, sings a new song about gay Paree entitled *Cocktails and Oo-La-La*. Dancer Tari Vance and a chorus of six belles do a snappy dance routine. (R.C.M.)

The Western favorite, *Call of the Canyon*, is presented by the King Sisters. Alvino Rey and his orchestra supply the music. Cowgirl costumes, a campfire and realistic howls of coyotes in the distance provide an interesting "prairie" background. (Minoco)

Gloria Parker and her orchestra play a novelty number called *Here Comes the Fattest Man in Town*. Gloria sings and plays her xylo-

phone. The setting is a street scene with Blimpie, the fat man concerned. (Filmcraft)

The Night Is Young is sung by Bob Hannon, a CBS favorite. A parade of beautiful girls, gorgeously gowned, provides the eye appeal. (Minoco) Madeline Quincannon.

Coin Radios on Display at Chi

CHICAGO, April 13.—Operators and executives of various hotels in the Chicago neighborhood got their first look at the coin-operated radio being put out by Tradio, Asbury Park, N. J. Showing of the coin-controlled radio was held in the Sherman Hotel this week.

George and Victor Trad, the two brothers who own Tradio, were on hand to show their radio and to greet operators and hotel men.

Officials of many of the larger hotels came in to see the equipment, the brothers said, and expressed great interest in the model being shown.

Tradio's coin-operated radio gives three hours' radio entertainment for 25 cents. Radio itself is encased in a streamlined, metal cabinet which fastens to the wall. This feature, the Trad brothers state, locks the radio onto the wall so that it cannot be removed or tampered with except by the operator who has the key to open the box.

Feature of this is the fact that the radio if in need of service may be removed and a new radio put on the bracket without calling in the operator. The operator may then pick up the set which needs repair without interfering with the operation. Operators will leave spare sets with hotel managers to meet this emergency.

Seek To Enroll All Phonograph Owners in Cincy

CINCINNATI, April 13.—Roundtable discussion of the current membership drive featured the semi-monthly meeting of the board of directors of the Automatic Phonograph Owners' Association here this week. The meeting, held in the offices of the organization, was presided over by Sam Chester, president.

The directors' confab was followed by a general meeting at the Hotel Gibson, at which Chester appointed committees to lead the drive for new members.

Taking part in discussion were John Weisenberger, of the Kentucky Service Company; Ray Bigner, Wexco Novelty Company, and Nate Bartfield, of B-W Novelty Company.

Present were Mrs. John Weisenberger, Dolores Ganzmiller and Mrs. Batte.

Exhibition Set For Music Trade

NEW YORK, April 13.—William A. Mills, executive secretary National Association of Music Merchants, states that visitors planning to attend the Music Industry Trade Show, July 15-18, should make early bookings with the Palmer House, Chicago, as a large number of reservations have been received.

Most record concerns are expected to exhibit at the four-day showing in spite of the fact that the limited space given to the NAMM show by the hotel makes it impossible to handle all the firms who wanted displays.



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Decca Doubles Disk Sales; Output Hits 7,000,000 Monthly

NEW YORK, April 13.—Decca Records sales for the first quarter of 1946 climbed to 7,000,000 twice the volume for the first quarter of 1945 and highest for any quarter in the company's history, officials said.

Bulging sales reflect rapidly increasing disk output from 2,000,000 monthly last August to a current 7,000,000 a month. When the new Los Angeles and Chicago diskeries hit capacity—expected this fall—firm expects to wax 10 to 12 millions a month.

Continue Quotas

Despite clearing production picture, Decca is keeping distributors on a quota basis, according to officials. Present output emphasis is now on 50-cent records, they said, although 35-centers are still in production on a reduced level.

With material and labor costs on the upgrade, it is expected that higher volume output will keep prices at current levels for the present.

Street-Car Speaker System Tried in KC

KANSAS CITY, Mo., April 13.—Aireon Manufacturing Corporation has developed and is testing a street-car public-address system in operation with Kansas City Public Service Company.

Now in operation on a new streamlined car, the apparatus provides intra-car communication, using a hand-type portable microphone and amplifying unit powered by 32-volt battery.

Public Service officials said that they do not contemplate using the system to offer patrons musical entertainment, but the implication was that this would be a possibility.

Slap by Columnist Shows Juke's Role In American Scene

CHICAGO, April 13.—Left-handed testimonial to the part of the juke box in American life came this week from Malcolm W. Bingay, editorial director of *The Detroit Free Press* and columnist for John S. Knight newspapers.

Writing of a trip up the Apache Trail in Arizona to the Theodore Roosevelt Dam, Bingay told of arriving at a creature hamburger stand well up the trail.

"There was, of course, a juke box," he wrote, "but a large sign regretted that it was out of order."

"What! I demanded of the proprietor, 'do you mean not having that juke box in condition?'"

"I have telephoned down to Phoenix," he apologized. "They are sending a man."

"Ah," sighed Bill (Bingay's companion). "Visualize that little man in his shop at Phoenix 200 miles away. He takes his jalopy and fights his way up the Apache Trail. Then he arrives. He pulls from his pocket a screw driver. He tightens this or loosens that. There shrieks forth across celestial space that juke-box favorite, *Hey Ba Be Re Bop*. Civilization is saved."

"Mister," I said to the proprietor, "do you wanna double your business?"

"I sure do," he said.

"Then," I said, "get a big sign out in front of your place saying, 'Come in and eat your juke lunch; the juke box is out of order.'"

Bingay didn't report what the lunchroom owner said to that, but any operator who has tried to take a juke out of a hamburger stand recently can imagine the owner's reply.

Midwest Debut For AMI Draws Coinmen to Chi

CHICAGO, April 13.—New photograph of AMI made its debut to Midwestern music operators and distributors in the Hotel Continental at a two-day showing which attracted large numbers of coinmen as well as numerous interested critics, recording artists and journalists.

Machine displayed under direction of DeWitt Lutz, general sales manager, and James T. Mangano, publicist for the firm, with Paul F. Bleck, general service manager, and John E. Swisher handling the technical demonstrations.

Record changer which plays 40 tunes from 20 records, has only eight moving parts, according to Bleck, and weighs only 45 pounds, was the feature of the machine. Changer is mounted on springs, and it may be removed by unscrewing four wing nuts, he said. A play counter and a tabulator of coin receipts are attached to the changer.

Amplifier, which he said has a maximum output of 30 watts, is arranged for four auxiliary speakers, but Bleck said more could be added by a speaker hook-up. Player is operated by a 24-volt DC motor, and the company claims its "featherweight" tone arm puts only 1 1/4 ounces pressure on the record.

Speaker cabinet box itself is a 15-inch dynamic type which is placed at the top of the box at ear level. Cabinet, made of plastic-bond wood, stands five feet seven inches tall and is 37 1/2 inches wide. Bleck said its overall weight is 375 pounds.

Another feature which Bleck declared would greatly increase player life is that the machine has a glass window which gives full view of the record changer's operation. A mirror in the back of the cabinet shows its operation from the rear.

Bleck pointed out that the machine may be serviced from either front or rear. Coin box, record changer and selection listings all may be reached thru doors in the front of the cabinet.

Among musical talent appearing at the show were Frankie Masters, orchestra leader; Jackie Green, impersonator, and a group of musicians from Mercury Records. A continuous buffet dinner and drinks were served thruout the two-day exhibition.

Curiosity feature of the show was a juke box of 1900, which played 24 cylinder records. It had a manual selector, and visiting coinmen kept it going steadily when the AMI machine wasn't playing.

Hillis Iams Named Mills Exec in East

CHICAGO, April 13.—Hillis Iams has been named district sales manager for the Eastern branch of Mills Industries, Inc., refrigeration division.

Iams recently rejoined Mills after a term as president of Supply Distributors Corporation, Boston.

"How do you jam the jam thing?" she sobbed.

I said I did not know, never having taken a course in mechanical engineering, but suggested sticking in a plugged nickel.

"No," she sighed. "I could not do that because my boy friend will be in here after while and he likes to play the 'Merry Christmas of the Christmas' and would not want to disappoint him."

My answer was drowned out in the roar of *My Dearest*. For see, Mr. De Schryver, our problem has many complications.

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Scribe, Coinman Swap Juke Talk

(Continued from page 118)

They hate it. They just have to sit there and squirm. This nervous tension upsets their digestive tract something awful.

Two Kinds

Again, I do not see how this here decibel system will help much. An addict of, let us say, this new song *Hey Ba Be Re Bop* lunch; it played very loud. If it were in any way muted the customers who are cursed with that vice would think they were being cheated. People who like to listen to such tunes as *Hey Ba Be Re Bop* all appear to be hard of hearing.

Investigation, however, reveals this to be a fallacy. They are not deaf in the sense that there is anything wrong with their auricular system. The fault is in their heads. Things do not register easily in their cerebral machinery and, therefore, they feel that tremendous noise is necessary for them to understand. This phenomenon is frequently noted during political campaigns where the guy who can shout loudest gets the most votes.

Some years ago, while driving out to Lansing, I stopped for a hamburger and a cuppa coffee. A truck driver was at the juke box with a fistful of nickels. A bovine waitress was sobbing softly. With that natural, quick human sympathy for which I am famous, I asked what the hell was the matter.

"He's driving me nuts," she said, pointing to the customer. "He keeps playing over and over again that *Roll Out the Barrel*."

Quicker than a flash I had a solution. I said to her: "Why don't you jam the thing so that it can't play?"

RISING STAR GOSPEL SINGERS
(Pacific 604)*What Are They Doing in Heaven?—V.*
Does Jesus Care?—V.

This San Francisco spiritual group strikes a responsive note with their shuffle styling of *What Are They Doing in Heaven?* A soft tenor carries the melody line, with remaining characters chiming in. On the reverse, group presents an authentic interpretation of the hymn. Again a single voice quietly chants the question, with the others answering in the affirmative.

Not for the juke box trade.

ZEKE CLEMENTS (Liberty 5)*Blue Mexican Skies—Ft. V.*
Looking for an Angel Like You—Ft. V.

Zeke Clements rides hard on this label and puts Western flavor into his outdoor chants. Scraping fiddles and twanging guitars lend spirited support to Clements's baritone. The *Grand Ole Opry* alum gives a passing appraisal of *Mexico Skies*, and on the reverse earnestly relates of his search for *An Angel Like You*.

This coupling may coax college from outdoor phone fans.

HENRY KING (Trilon 116 and 117)*As If I Didn't Have Enough on My Mind—Ft. V.*
*Near to You—Ft. V.**You May Not Love Me—Ft. V.*
My Shout—Ft. V.

Long absent from the spinning sides, Henry King brings his smooth hotel-styled ork back on this new label entry. Arrangements, following a moderate rhythmic pattern, stick to muted brass, reeds and strings. Bee Harold chirps the lyrics for *Enough on My Mind* (from 20th Century-Fox) *You Love Me?* and gets typical society band backing from King's crew. Near to You, on the reverse, is an unimpressive addition to the many ballad versions of Beethoven's *Moonlight Sonata*. Michael Barton tries hard to sell the wordage but routine rhymes hamper him. He puts his pleasing pipes to better advantage in warbling the Burke-Van Huesen romance *You May Not Love Me*. *My Shout* takes on subdued Latin colorations under King's baton. Tuddy Meritt's muted trumpeting adds to the side's sugar content.

Both disks may collect coins in spots where they like it sweet 'n' low. *Enough on My Mind* and *Shout* taking the edge.**SLIM GAILLARD TRIO (Cadel 201)**
Scotch'n' With the Soda—Ft. V.
Cement Mixer—Ft. V.

A waxery's dream come true, this label's initial entry is swiftly moving

into the national limelight, thanks to Gaillard's zany novelty *Cement Mixer*. Platterer, however, guessed wrong in giving it second billing, devoting the top side to the more musically meritorious *Scotch'n'*. Of course, lyrics are on the sinful side, having lyrics as their topic. Trio here proves its capabilities, with Gaillard on piano, Zutty Singleton drumming and Tiny Brown rounding out on bass. Gaillard and Brown blend in on the thirst-provoking words. Pair chime in for the meaningless rhythmic jargon in *Cement Mixer*.

Cement Mixer, as done by the original noters is already proving a concrete coin catcher.

LAMPLIGHTER ALL STARS
(Lamplighter 101)*Wine's Blues—Ft. V.*
My Complaint, Baby—Ft. V.

New label bows in with a conventional blues twosome that passes the ear test. Altho meager material proves a handicap, Wini Beatty does a sincere job in chanting the *Harlemese*. She gets support from quintet headed by Barney Bigard (ex-Duke Ellington clarinetist), Red Callender on bass, Allen Russ's guitar, Zutty Singleton (now with Slim Gaillard Trio) setting drum beats, and Miss Beatty knocking the ivories while she vocalizes. Bigard's down-to-earth clarinet helps save these sides.

Wini's Blues is worth a try in race spot phones.

TEMPO JAZZ MEN (Dial 1001)*Dynamo A—Ft.*
Dynamo B—Ft.

A new label entry kicks off with a "be-bop" biscuit which packs a lot of jamminic fire from start to finish. Billed as "Gabriel," Dizzy Gillespie, "be-bop" pioneer, builds up a feverish rhythmic pitch with his terrific trumpeting, making the riff ride exciting all the way. Buddy Thompson moves his tenor sax into high gear and displays his sense of improvisation to good avail. Milt Jackson chimes in on the vibraphone with Ray Brown on bass, Stan Levey's drums and Hal Haig's piano keeping the powerhouse pace going.

A collector's item for the locations that take to the sizzlers.

THE HOLLYWOOD 4 BLAZES
(Lamplighter 102)*As Long as I Love—Ft. V.*
Dark Eyes—Ft. V.

Four Blazes a coast cocktail combo, haven't much to offer here. George Crawford, who also dutes the keyboard in the foursome, warbles an unimpressive King Cole like vocal in *As Long as I Love*. Colorless backing makes side a wax-waster, flip-over fares a better, giving *Dark Eyes*, a riff-rider, with Hyman Livingston's guitar and Legrand Mason's bass carrying the load. Drummer Roy Porter rounds out the quartet, hitting harder heavy on the off beat.

Last spot ups may want to take a chance on *Dark Eyes*.**PAUL WESTON (Capitol 245)***Full Moon and Empty Arms—Ft. V.*
Nobody Else But Me—Ft. V.

Frequently lending musical support to this waxery's warblers, Paul Weston again takes the spotlight himself and comes up with a tasteful tint that makes for soothing listening. A full-throated string section captures the melodic sweet of *Full Moon and Empty Arms*, based on a theme from Rachmaninoff's *C Minor Piano Concerto*. Skitch Henderson's moody strings lead the side's appeal, and preludes his entry as a baton on this label. Flipover finds Lou Dinning (of the Dinning Sisters) in her solo debut applying velvet voice to the lyrics. Kern penned this as an addition to Broadway's revival of *Show Boat*.

Disk will delight phone fans at the smarter spots.

JOE LIGINS (Decca 216)*Caramel—Ft.*
Joe Liggins and His Ain't Gonna No How—Ft. V.

Joe Liggins' piano plus two saxes, guitar, bass and drums is all that it takes to pack plenty of rhythmic sparkle into Duke Ellington's *Caramel*. And there is an oddie arrangement takes a refreshing spin and comes up with a zestful brand of musical meat. Despite hard trying, reverse fizzles. Cuff trouble with this side's water. Lack of material. *Caramel* should spin brightly in live juke.

HILDEGARDE FAY LOMBARDO
(Decca 23511)*One-Zy, Two-Zy—Ft. V.*
The Gypsy—Ft. V.

Hildagarde sounds like any other band singer on both sides of this platter since neither song fits into her special song category. She's in good voice but nothing much happens on *One-Zy, Two-Zy*. *The Gypsy* is much more of her line, and she gives it a sweet treatment.

This will catch on because of the tunes. Lombardo's name will draw and there's enough strength to stick these.

SAMMY KAYE (Victor 20-1844)*I'm Glad To Be the One That I Am—Ft. V.*
The Gypsy—Ft. V.

This is one of the smooth Kaye recordings and has good vocals on each side. I'm Glad I Waited for You features Betty Barclay backed by ensemble singing from the band, and aided by Billy Williams. It's a swell swing click. *The Gypsy*, Kaye features the fine voice of Mary Marlow, who does full justice to the tune.

Plenty here to hold the interest of the coin crowds.

KATE SMITH (Columbia 36963)*Slouz City Sue—Ft. V.*
I Didn't Mean a Word I Said—Ft. V.

Kate hits a bright and breezy stride for *Slouz City Sue*. And with Jack Miller's band providing a zingy background, her interpretation of the ditty is worth hearing. She gets sweet for *I Didn't Mean a Word* and makes it a pleasant one.

Slouz City Sue makes the lead here and will draw many nickels.

DANNY O'NEILL (Majestic 171)*One More Tomorrow—Ft. V.*
I Did Mean a Word—Ft. V.

The pash plying of Danny O'Neill rings the bell with a resounding smack for the *One More Tomorrow* ballad from the picture of the same name. It's a slow fox-trot and Paul Baron's band gives a good foundation to make O'Neill's voice all the more striking. For *I Didn't Mean a Word* I Said, Danny picks up the tempo to good advantage.

Where the juke box rhythms lead to cash, locations will make the most.

DICK HAYMES-HELEN FORREST
(Decca 2352)*All Through the Day—Ft. V.*
Is Love Vain—Ft. V.

This is a smart coupling both from the choice of song and the choice of singers. Both songs are from the soon-to-be-released Centennial Summer, which sports a Jerome Kern score. Emile Meyer leads the singer and gives it lots of good fiddles. Haymes and Helen divide the songs between them and they couldn't have divided more equally if they used a score. *Is Love Vain* is given glib treatment. *All Through the Day* is also well done.

Their *Is Love Vain* makes you want to hear more.**MERRY MACS (Decca 18811)***Laughing on the Outside—Ft. V.*
As Long as I Love—Ft. V.

What promises to be one of the novelty ranges of the season is offered effectively by the Macs in *As Long as I Love*, which they give a slow easy arrangement. In contrast, they provide smooth and easy flowing melody for *Laughing on the Outside*. This will get a nice play from the phone lona.

GUY LOMBARDO (Decca 18809)*Shoo-Fly Field—Ft. V.*
Gie Me the Good Brooklyn—Ft. V.

Lombardo comes into the *Shoo-Fly Field* a field a trifle late, but he has an effective spinning in this one. Don Rodney handles the vocal in grand style. The grooveover, *Gie Me the Good Brooklyn*, is a novelty which makes good use of the Lombardo Trio. It's a cute tune but one that will likely have a short life.

Lombardo will be able to come in on the *Shoo-Fly Field* without too much difficulty and get his due share of the coin.**ZEKE MANNERS (Victor 1845)***I Can Beat You Doin'—Ft. V.*
If You Only Knows—Ft. V.

With a hot fiddle and clarinet setting a fast hillbilly pace, Zeke comes out with a money-maker in *I Can Beat You*, which has a lot of appeal. The flipover, *If You Only Knows*, is on the sweet side and has Curley Gribbs turning out the lyrics. Manners has a good sound and there is plenty of phone attraction for hillbilly locations on both sides.

EFFIE SMITH (G & G 1017)*I Been Down in Texas—Ft. V.*
Root-Lie-Vee—Ft. V.

Despite Effie Smith's song salesmanship, little material makes this a shallow offering. Darryl Hicks' small jazz group fails to excite in providing the backing. Arrangements are the most part show. *I've been Down in Texas* has a strong Texas intonation and don't help raise sides' stature. Miss Effie, however, makes the best of it and comes up with a listenable dedication to Texas. Lack of solid, up-to-date material, and, except, leaves little for the reverse.

Texas may score some coins from jazz phone fans.

JIMMY WALKER (Coast 2017)*This Lonely World—Ft. V.*
How Your Feet—Ft. V.

Jimmy Walker sings effectively both of these outdoor chants, with his Western Stars providing appropriate accompaniment. He turns to teary troubadourism as he wails the woes of *This Lonely World*. Fiddles and guitars whip up a brighter beat for the flipover.

Disk should bring juke at locations where folk music goes well.

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MULLIGAN DISTRIBUTORS, INC.

formerly

TRI-STATE DISTRIBUTING CO.**EXCLUSIVE DISTRIBUTORS OF AIRCONE ELECTRONIC**
PHONOGRAPHS AND AUXILIARY EQUIPMENT

Announce the Opening of Their New Offices and Showrooms at

1024½ Fifth Avenue, Pittsburgh 19, Pennsylvania

JACK MULLIGAN**BEN LONG****RAY EMERSON**

GENERAL MANAGER

SALES MANAGER

SERVICE MANAGER

MULLIGAN DISTRIBUTORS, INC.

1024½ FIFTH AVE. (Telephone Grant 3410) PITTSBURGH 19, PA.

FOR SALE
MUSIC ROUTE IN EASTERN TENNESSEE

Consisting of 40 Late Model Music Machines

FRED CANNON

THE INN HOTEL

KINGSPORT, TENN.

LOOK WHAT WE HAVE!

50c



NEW BLACK CHERRYS, SILVER, GOLD OR COPPER CHROMES \$350.00 EACH
 Built to operate like a nickel, dime or quarter Cantar-Drop Mills Slot. Completely NEW throughout. Full money-back guarantee if not completely satisfied.
 5c Play....\$260.00 10c Play....\$275.00 25c Play....\$285.00

WE REBUILD ANY MILLS ESCALATOR TYPE MACHINES \$69.50 PLUS PARTS
 into NEW

BLACK CHERRYS; SILVER, GOLD OR COPPER CHROME BELLS!
 Machine is completely torn down, replated and reassembled. All worn out parts are replaced; the machine is rebuilt to look and operate like NEW Black Cherrys, Silver, Gold or Copper Chromes.

FOR SALE! Black Cherry Bell Set-Ups, Each.....\$43.00
 Silver, Gold or Copper Chrome Cabinets, Each.. 39.50

INCLUDES THESE FEATURES:
 Ditt Proof Lining; Club Handle; Danominator; Reward Card; Real Glass; Escalator Glass; Jackpot Glass, etc.

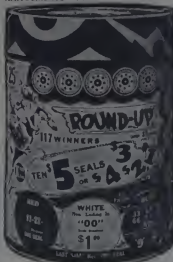
NEW MILLS VEST POCKETS, Immediate Delivery.....\$74.50 each

CENTRAL MANUFACTURING CO.
 652 W Walnut • Tel DEArborn 2034 • Chicago 6, Ill.

KAN-OF-COIN

From Coast to Coast
 IT'S THE BEST
 IN COUPON GAMES

NEWLY STYLED AND COLORFULLY DECORATED
 A ONE-PIECE PRODUCT
 STURDILY CONSTRUCTED IN COLORFUL FIBER CONTAINERS WITH LOOSE TICKETS AND JACKPOT SEAL ARRANGEMENTS AROUND THE KAN.



"ROUND-UP"
 2040 RED-WHITE-BLUE COUPONS
 Single Fold — 5c Play or Folded 5's — 25c
 Takes in (either fold).....\$102.00
 Pays out: 13 Seals Avg.....\$25.00 66.00
 104 Consolations. 41.00

PROFIT (Average).....\$ 36.00
 RETAIL PRICE, Single Fold — \$5.60
 Folded 5's — 6.40
 (Actual Size 6 1/2" High by 5" Wide)

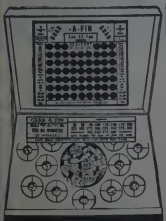
"FIVE FIN'S"
 684 STYLED COUPONS—5c PLAY
 Takes in @ 5c.....\$34.20
 Pays Out: 5 Seals Avg.....\$ 7.60
 45 Consolations.. 11.40 19.00

PROFIT (Average).....\$15.20
 RETAIL PRICE — \$3.00
 (Actual Size 4 1/2" High by 4 1/2" Wide)

NOEL'S
Gay Games
INCORPORATED
 Muris, Indiana

ORIGINAL JAR-O'DO • ORIGINAL JAR-O'DO

THIS IS IT! THE KING!



Yes, it's another version of the famous "GRAB-A-FIN" deal! Reigning over all others as being absolute tops in popularity, quality and satisfaction!

A BEAUTIFUL PADDED BOX CONTAINER

These "GRAB-A-FIN" deals allow master play for the following reasons: The tickets are staped with genuine staples—fits or lose in one—not with a hand and not by seeing where it is necessary to open all at one time. By our method of stapling, the players can open one ticket at the time, thereby allowing them to play high-low, yet they have to buy five or six at the same time.

UNIVERSAL MANUFACTURING COMPANY, INC.

"WORLD'S FOREMOST MFR. OF JAR GAMES"
 405-411 E. 3TH
 KANSAS CITY & MISSOURI

This deal is available in the following variations:

Takes in 1000 tickets, stapled 5 in a bundle, for 25c.....\$50.00
 Pays Out (Avg.).....26.00
 Profit (Avg.).....\$24.00
 Takes in 1200 tickets, stapled 6 in a bundle, for 25c.....\$50.00
 Pays Out (Avg.).....26.00
 Profit (Avg.).....\$24.00
 Takes in 1200 tickets, stapled 6 in a bundle, for 50c.....\$100.00
 Pays Out (Avg.).....53.00
 Profit (Avg.).....\$46.10
 Takes in 1200 tickets, stapled 6 in a bundle, for \$1.00.....\$200.00
 Pays Out (Avg.).....107.50
 Profit (Avg.).....\$92.20

ORIGINAL JAR-O'DO • ORIGINAL JAR-O'DO

"SMILEY"
 IS COMING!!!

Watch for the
 April 27th issue of
 "The Billboard"
 for our
 Big Announcement!

Manufactured by
Pioneer Coin Machine Company
 2634 N. Laramie Ave., Chicago 39, Illinois • National 2727
 Pioneer will Pioneer

ARCADE SPECIALS

Factory Reconditioned
Ready To Operate

DEFENDER	\$249.50
ACE BOMBER	229.50
HOCKEY	229.50
AIR RAIDER	169.50
LIBERATOR	169.50
PERISCOPE	169.50
TOPGOLF BALLY	149.50
WATLING SCALE	149.50
BATTING PRACTICE	149.50
ROCKET RUSTER	149.50
CHICKEN SAMS	139.50
JENNINGS GOLF BALL VENDOR	129.50
10¢ PLAY	129.50
25¢ PLAY	149.50
KEENEY SUBMARINE	129.50
LOVE TELLER	129.50
TEST PILOT	129.50
VITALIZERS	99.50
ELECTRIC CHAIR	79.50
EXHIBIT MERCHANTMAN	69.50
AUTOSCOPIC 11 REEL	69.50
QUESTION GIRL	49.50
ANTI-AIRCRAFT	49.50

All Equipment Sold on
Money-Back Guarantee



ALUMINUM DISCS for
GROETCHEN TYPERS
Guaranteed Perfect \$7.00 per 1000
IMMEDIATE DELIVERY

1/3 Deposit With Order

MAX GLASS
DISTRIBUTING COMPANY
914 DIVERSEY • CHICAGO 14, ILL.

JAR DEALS AND SALESBOARDS



ALL STYLES
WRITE FOR
LATEST
CATALOGUE
AND
PRICE LIST
ERATH COMPANY
SOUTH BEND 24, INDIANA

THE NEW BLACKSTONE
HIGH SPEED DOUBLE BARREL
COIN PACKER

Count and wrap 84 in nickels
in 20 seconds. Made in three
sizes. Nickel—penny—dime.
Guaranteed. Price \$2 each size.
Blackstone Coin Packer Co.
Madison 1, Wis.



Black Light in RayGunRevamp

CHICAGO, April 13.—Conversion of ray guns to models using black light, so-called "invisible rays," was announced here this week by the Mercury Coin Company. Black light is said to impart a three-dimensional effect to flat objects, according to Fern Koler and Jeff Landers, partners in the firm.

They said that the new machines, to be called Shoot the Wolf, will be finished in lacquers and satins especially picked to emphasize the three-dimensional feature.

Adaptations are suitable for tavern locations, Landers said.

Decca Offices In New Orleans

NEW ORLEANS, April 13.—Selection of this city as headquarters for the South and lower Midwest divisions of the Decca Record Company and affiliated World Broadcasting System was announced this week by Robert N. McCormick, manager of the territories. Division will operate branch offices in 10 States.

World Broadcasting System, which manufactures transcription libraries, package feature shows and other types of radio programs is headed here by Charles M. Lammon, recently released from the Army Air Force.

McCormick also announced the return of H. L. Alexander from the army to management of the San Antonio Decca office. He is the brother of R. E. Alexander, manager of the Dallas branch since its inception.

Gottlieb Grip Scales Return

CHICAGO, April 13.—D. Gottlieb & Company is resuming production on its grip scale game, one of the machines with which the firm got its manufacturing start, according to Mate Gottlieb, secretary-treasurer.

Machine, which features a three-way strength test—grip, push and pull—with penny insertion for each, was first produced in 1928. Since then it has been in and out of production several times and is now being returned because of operator requests, said Gottlieb.

Firm currently is remodeling office and plant facilities to accommodate new production lines. Installation of an air-conditioning system is part of the program to improve working conditions for Gottlieb's growing staff.

H. Budin, Vet Coinman, Dies

NEW YORK, April 13.—Herman S. (Hymie) Budin died Tuesday (9) at his home, 2201 East 26th Street, Brooklyn. He was known for almost 30 years in the coin machine industry. Services were attended by many big names in the business.

Starting in business with his father in 1918 as an operator of peanut machines, Budin grew with the industry. A few years after his start as an operator, he became a jobber under the name of Budin Specialties and remained in business until World War II. He was a partner of Jack Fitzgibbon until the latter decided to move to Manhattan. Budin also owned an arcade in Norfolk, Va. He leaves his wife, Jean, and three sons, Robert, Jay and Paul.

AT LAST! MAKING DELIVERIES



also—NEW BALLY BABYS—WRITE

COVEN DISTRIBUTING CO.

3181 ELSTON AVE.

(IND. 2210)

CHICAGO 18, ILL.

EXCLUSIVE Bally DISTRIBUTOR

POWER HOUSE FOR PROFITS!

GOTTLIEB
Improved Deluxe

GRIP SCALE



3-WAY STRENGTH TESTER

AND GOTTLIEB

STAGE DOOR CANTEN

Rush Your Order
For Earliest Delivery

FLORIDA AUTOMATIC SALES CORP.

839 W. FLAGLER ST., MIAMI, FLA.

613 MAIN ST., JACKSONVILLE 2, FLA.

129 S. FRANKLIN ST., TAMPA, FLA.

GOTTLIEB

★ Improved

★ Deluxe

3-WAY
STRENGTH
TESTERBACK AGAIN
GOTTLIEB
GRIP SCALE

BETTER THAN EVER

ORDER NOW!

CLIFF WILSON DIST. CO.

1121 So. Main St.

119 So. Walker

Tulsa, Okla.

Oklahoma City, Okla.

RIVIERA

CONVERTED FROM

"BIG PARADE"

OTHER CONVERSIONS FROM . . .

ZOMBIE	STARS
SUN BEAM	LEADER
DOUBLE PLAY	DUPLEX
WEST WIND	SKY BLAZER
DO-RE-MI	KNOCKOUT

\$60

F.O.B. Factory will be paid for above games.

Conversions for outright sale \$249.50 each

SEND
IN YOUR
GAMES FOR
CONVERSIONUNITED MANUFACTURING CO.
6125 N. WESTERN AVE., CHICAGO 45, ILL.

WANT CONSOLES!

SUPER BELLS COMB.; SUPER BELLS TWINS, 5/25 COMB.;
SILVER MOONS; BIG GAME, F. P. J. CLUB BELLS, H. HANDS;
JUMBO PARADE, F. P. J. FOUR BELLS, LATE HEAD; THREE BELLS

WRITE—WIRE—PHONE TODAY!

H. ROSENBERG CO.

625 10th AVENUE, NEW YORK 19, N. Y.

LONGACRE 3-2479

Fishelburg Pushes
Huge Arcade Plans
For Atlantic City

ATLANTIC CITY, April 13.—It is reported that one of the largest leases of its kind will be signed between Charley Fishelburg, operator of Penny Land here, and George A. Hamid for space on Hamid's Pier for the erection of a huge amusement arcade.

It is reported that total rental for the space involved will reach \$100,000 and the location was formerly occupied by the Kohn interests from Coney Island with the Gay Nineties old-time movies and the Philip Morris cigarette company.

It is reported that Hamid will sign the lease and work was expected to get under way immediately on construction of the new amusement arcade.

Many Machines

Nearly every kind of coin machine imaginable is expected to be installed in the new Fishelburg arcade and local operators are interested in the reactions from the public on the many new devices.

Atlantic City is looking forward to

Novel Plots Love
And Pin Machines

NEW YORK, April 13.—How a man's intuition helps in playing the not-so-different games of pinball and world affairs, but *this* how in the game of love, is the theme of *The Stars Incline*, latest best-selling novel of Clyde Beaton Davis.

Previous widely read Davis novels include *The Great American Novel*, *The Annotated* and *The Rebellion* of Leo McQuire. Book with the pinball machine theme is published by Rinehart & Company. It retails at \$2.75.

a banner year since nearly all the hotels have been returned to private owners by the army. The exception is the Chalfonts-Haddon Hall still occupied by the England General Hospital.

Advent of the amusement arcade on Hamid's Pier will further strengthen the position of arcades as a Boardwalk attraction. The new spot is expected to be the largest of its kind in Boardwalk history.

MILLS NEW POST-WAR MACHINES

ORDER TODAY
IMMEDIATE
SHIPMENT

BLACK CHERRY BELL

This wonderful new Bell is now ready for delivery in B. 102, B&C and S&C Play. This machine actually gives and awards with brilliant games of Silver, Black, Red and Green.

Write for Prices

NEW SAFE STANDS \$22.50
Send 1/8 Deposit With Order.

NEW VEST POCKET BELL

The Vest Pocket is a complete Bell, operating on 2-5 Military Payroll system. Small payout cup in front is covered by drop flap. Balls can also be instantly awarded, automatically returning the reward plate from gold, blue & silver or gold & silver.

\$74.50

SICKING, INC. 1401 CENTRAL PARKWAY, CINCINNATI 14, O.

Trade With Confidence HERE!

5 BALL FREE PLAYS

READY FOR LOCATION!
SEA HAWK \$ 85.50
TEN SPOT 75.00
MIAMI BEACH 75.00
FIFTEEN
TWENTY 127.50
BOKKO 80.00
ARGENTINE 80.00
BIG CHIEF 65.00
KNOCKOUT 129.50

IMMEDIATE DELIVERY!
ORDILLAD 75.00
HOROSCOPE 25.50
BRILL SPOT 25.50
SEVEN UP 65.00
NEW ORAMP 74.50
DEFENSE (General) 25.50
PARKMOUNT 25.50
MR. CHIPS 25.50

READY FOR LOCATION!
BARBADOOR \$47.50
ABO BOWLER 85.00
OHAMP 85.00
GOLD STAR 47.50
VICTORY 44.50
MONIKER 52.50
FORMATION 32.50
210-AL 74.50

GUARANTEED THOROUGHLY RECONDITIONED

ARCADE

EVANS PLAYBALL	\$148.50	KEENEY ANTI-AIRCRAFTS (Brown Outlines) E.A.	\$ 52.50
EVANS TOMMY-GUN	90.00	TEST PILOT	139.50
PERISCOPE	154.50	5 AUTOSCOPE SKY-FIGHTERS, E.A.	249.00
KEENEY AIR RAIDER	125.00	KEENEY SUBMARINE	120.00

REPAINTED—GUARANTEED TO LOOK AND WORK LIKE NEW CONSOLES—A REAL BUY!

4 RAY'S TRACKS, E.A. \$45.00
1 PAQUE RACES 75.00
SPECIAL—Bally Baby, Duntan Game, Brand New! Interchangeable Sides and Rafts \$49.50

WANTED

PIN GAMES — ARCADE EQUIPMENT
SEND US YOUR LIST

TERMS: 1/3 Deposit, Balance G. O. D., F.O.B. Chicago

AMUSEMENT GAMES, INC.

1069-47 E. 47TH STREET

Known as 885-7

CHICAGO 19, ILL.

WRITE! WRITE!

For Your Next Winning Odds Operated New — Used — We Initiate Foreign Trade

WRITE! WRITE!

The O-R-I-G-I-N-A-L WIN-A-FIN

FASTEST SELLING TICKET GAME ON THE MARKET
3 DIFFERENT DEALS — PROVEN POPULARITY

HERE'S WHY

WIN-A-FIN 1000

Takes In\$50.00
Avg. Payout26.00
Avg. Profit\$24.00

WIN-A-FIN 1200

Takes In\$60.00
Avg. Payout26.00
Avg. Profit\$34.00

WIN-A-FIN 1200 MYSTERY

Takes In\$60.00
Avg. Payout30.00
Avg. Profit\$30.00

This deal has 1 advance to a 12 seal section containing 1 \$25.00 and 11 \$5.00's.

ANY OF ABOVE
SAMPLE DEALS
\$3.00 EACH

ALL 21 WINNERS OPEN SEALS—TEN \$5.00 HITS ON EACH CARD
GET ON THE BAND WAGON—ORDER WIN-A-FIN TODAY
PROMPT SHIPMENTS—DISTRIBUTORS, WRITE FOR QUANTITY PRICES

HERE'S WHY

Our experience in making this type of deal since 1934 gives us the KNOW-HOW. Hand stamped with a distribution of \$5.00 hits on all 60 seals, missing hits so wait that players are always guessing.

WIN-A-FIN CARDS MAKE MORE PROFITS FOR THE LOCATION

Win-a-Fin deals are all made with Fast Action, 5 in a bundle tickets, sturdy construction and assails on the back ready for counter use.

JAR TICKETS

We Manufacture a Complete Line
RED, WHITE AND BLUE, COMBINATION, AND BINGO TICKETS
WRITE US FOR PRICES

MUNCIE NOVELTY CO.

2704 S. Walnut St.,

Muncie, Ind.

TIP BOOKS

FOR SALE—READY FOR LOCATION

ARC Buzzer	\$ 85.00	Jungle	\$ 64.80	Sara Sutz	\$ 34.80
Bully Rapid Fire	119.50	Jupio	41	Shanghai	34.80
Big Parade	124.50	Mills Eagle, 1 Ball Contr.	89.50	Star Attraction	60.00
Bubble	195.00	Mills 1-2-3, Free Play	49.50	Ten Spot	48.50
Double Feature	34.50	Mills Owl	65.50	Tyrone	80.00
E-10-50	125.50	Myrtle	34.50	Turf Champ, Payoff	52.50
Four Aces	124.50	New Group	55.00	Tyrone Doodle	175.00
Goat	109.50	Pin-Up Girl	185.00	Yanks	109.50
High Hat	70.00	Production	89.50		

SPECIAL—Ticket Deal—1828—Stapled in Film—ONLY \$22.50. Others at Right Prices.

Terms: 1/3 Deposit With Order, Balance C. O. D.

Will pay \$60.00 for EXHIBIT'S STARS, DO-REMI, WEST WIND, DOUBLE PLAY, SUN BEAM, ZOMBIE; \$85.00 for KNOCKOUTS! All F. O. B. INDIANAPOLIS.

We buy and sell tickets or extra Pin Games. Let us know what you have.

BANISTER & BANISTER DISTRIBUTING CO.

642-4 MAD. AVE.

RILEY 4017

INDIANAPOLIS 4, IND.

YOUR LAST CHANCE

To Unload the Following
Old Games at TOP PRICES!

(OUR OFFER GOOD FOR 4 WEEKS ONLY!)

Nippy	\$15.00	Jolly	\$22.50	Sneaky '41	\$40.00
Ocean Park	15.00	Sporty	22.50	Legionnaire	40.00
Oh Bay	15.00	Polo	22.50	Sport Parade	50.00
Sky Line	15.00	Stratoliner	40.00	Boloway	50.00
Rexy	15.00	Showboat	40.00		

SHIP BY TRUCK ALL YOU HAVE OF THESE GAMES

MARVEL MANUFACTURING CO.

2124 MILWAUKEE AVE.

EVERGLADE 0230

CHICAGO 47, ILL.

IMMEDIATE DELIVERY

SURF QUEENS UNDERSEA RAIDER VICTORY DERRY
BIG HIT ROLL-A-BALL VICTORY SPECIAL
WEEKLY SPECIAL—5c National Standard Wall Box Slug Ejectors, \$5.00

Gayco Distributors

Bully Regional Representative
4855 WOODWARD AT WARREN 1143 EVERGLADES CONCOURSE
DETROIT 1, MICHIGAN DETROIT 1, MICHIGAN
MAY 1946

OPERATORS ... DISTRIBUTORS ...
COME TO MUNCIE
The Manufacturing Center
of the Ticket Game Industry

SEE - PLAN - TALK THE NEW LINES!

- Jar Games
- Spindle Deals
- Tip Books
- Sales Cards
- Baseball Tallies
- Trade Stimulators
- Salesboards

You

are only a few hours' ride from the world's center of ticket game manufacturing. Come ... spend a day at the factories for advice and demonstration of products.

TICKET GAMES ARE AGAIN AVAILABLE!

- New Ideas • New Games • Old Reliable Products
- Everything New in Tickets!

For Operators and Distributors

This Ad Sponsored by The Independent Manufacturers Located in Muncie, Indiana

GAY GAMES, INC.

COMMERCIAL PRINTING CO.

A. B. C. NOVELTY CO.

WERTS NOVELTY CO., INC.

MUNCIE NOVELTY CO.

HOME TALLY CARD CO.

NOEL MANUFACTURING CO.

--- \$40.00 ---
MAKE YOUR OWN NEW
SINGLE AND DOUBLE PLAY HOCKEY
Parts come to you wired, all ready to install. Anyone can easily convert their old games to the new.
--- \$40.00 ---
½ Deposit, Balance C. O. D.

Lewis COIN MACHINE SERVICE
3924 W. Chicago Ave. • Chicago 51 • Belmont 7005

SAM STERN SAYS—ORDER TODAY!

JACK NELSON'S 10,000 PLAY DOUBLE POINT NEEDLE

5,000 PLAYS WITH EACH POINT

- This perfect ingenious needle points to give you double the wear.
- Touchless performance. No loss the pick up the ball way.
- Will last for years the straight was—the right way.
- Absolutely designed for heavy work required of a needle in coin-operated pinball—85% more content in the point.
- Actually two needles in one.

29 Double Point Needle, 75¢ each (50 playing points)
50 Double Point Needle, 10¢ each (100 playing points)
100 Double Point Needle, 10¢ each (200 playing points)
250 Double Point Needle, 10¢ each (500 playing points)
500 Double Point Needle, 10¢ each (1000 playing points)

SAVES TIME: Always ready to use—breaks up in 5 seconds.
SAVES MONEY: No wasted money—important! Best prevents tip burning—saves working time—no waiting time for fact finding.

EASY TO USE: Light weight, convenient to hold. Well balanced.
PRICE \$14.95 COMPLETE WITH TWO EXTRA TIPS

Additional Tips, 5c Each
1/3 Deposit, Balance C. O. D., F. O. B. Phila.

SCOTT-CROSSE COMPANY
THE EAST'S LEADING DISTRIBUTOR
1423 SPRING GARDEN STREET PHILADELPHIA 30, PA.

3 Little words
that draw
business like
a powerful
magnet



... The thrill that people get from making instantaneous recordings of their own voices—and snailing them to friends or taking them home and playing them over and over again on their own phonographs guarantees operators exceptional profits in a business that is only in its infancy!

VOICE-O-GRAPH

TRADE MARK REG. U. S. PAT. OFF.

Fully AUTOMATIC—COIN OPERATED... Truly remarkable earnings being reported—ask any Mutoscope Distributor for PROOF!

DELIVERIES NOW BEING
MADE... IN ORDER
RECEIVED.

Now on display at all Mutoscope
Distributors' Showrooms
SEE VOICE-O-GRAPH TODAY —
or MAIL this coupon for details

INTERNATIONAL MUTOSCOPE CORPORATION
44-01 Eleventh St., Long Island City 1, New York

Send me at once complete details on VOICE-O-GRAPH.

NAME _____
FIRM _____
ADDRESS _____
CITY _____ ZONE _____ STATE _____ 3-4-20

TUBES and ACCESSORIES

Complete Line of Phonographs and Parts

6 WURLITZER 24	\$335.00
WURLITZER 71 COUNTER MODELS	225.00
COUNTER MODEL STANDS FROM	\$15.00 TO 25.00
10 WURLITZER 412's	150.00
WURLITZER 500	465.00
10 WURLITZER 616's	225.00
12 ROCK-OLA 12 RECORDS	119.50
10 SEEBURG 12 RECORDS	115.00
1 SEEBURG CASINO	335.00
2 SEEBURG REX, REVAMPED WITH PLASTIC LITE-UP	315.00
SEEBURG 8800	515.00

ALL PHONOGRAPHS A-1 CONDITION!

WURLITZER PARTS

Main Fiber Gears, New	\$3.75	SEEBURG PARTS	
Brake Bands for All Models, New	1.00	Tone Arms, Leds, New	\$3.50
Record Trays, New	.50	Spring Assembly, Complete, New	2.75
Motors	30.00	Motors	30.00
Star Wheels	.30	ROCK-OLA PARTS	
Star Wheel Pins	.20	Drive Motors, New	\$22.50
Volume Control Keys, Per Doz.	.35	Balls, New	.50

WE MANUFACTURE MANY NEW NECESSARY WURLITZER PARTS
AND HAVE A COMPLETE STOCK OF USED PARTS FOR ALL
PHONOGRAPHS—SEND US YOUR ORDERS!!!

WE HAVE ALMOST EVERY
TUBE MANUFACTURED—
NO INCREASE IN PRICE!

Deposit Required With All Orders!

TUBES! TUBES! TUBES!

PEACHES from GEORGIA

EVERY MACHINE A PEACH OF A BUY

If any machine is unsatisfactory notify us within 48 hours after receipt of machine and full refund will be given. No argument whatsoever.

MUSIC MACHINES	
2 Wurlitzer 24, Each	\$245.00
1 Seeburg Octaloid	\$275.00
1 880 Wurlitzer	\$235.00
4 Seeburg Jubilee, Converted to Sheet	\$925.00
1 800 Wurlitzer (Refinished)	480.00

ARCADE MACHINES	
Shout the Chorus	\$109.50
Are Bomber	225.00
Tummy Ticker	85.00
Brainiac	30.00
2 Brand New Game Total Roll	39.50
New Gittling Orpiper	39.50
New Smiley	39.50

PIN BALLS	
Cleanest Pin Balls in the U. S. A. Every one thoroughly reconditioned, rails scraped and guaranteed ready for location	
Marvel Baseball	\$145.00
Star Ball	85.00
Daughter	47.50
Light	47.50
1-2-3-1 Ball	78.00
Thimble Up	78.00
41 Major	82.50
Star Ball	82.50
Star the Jap	74.50
Play Ball	82.50
Mytic	82.50

SLOTS	
Jennings 50 City Chief	\$129.00
2 Se 4 Star Chief, Refinished, Like New	125.00
10 4 Star Chief, Refinished	145.00
10 4 Star Chief	145.00
Jennings 100 Club Sucker	150.00
100 Puck, Luden Model, Like New	150.00

CONSOLS	
2 Super Ball Comb.	\$275.00
1 Jubilee P.O., Extra	125.00
1 Wailing Big Game	100.00
1 Star Moon, P.O.	115.00
1 Club Ball Comb.	115.00
Like New	225.00

CONSOLES	
1 Paces Real, 10c.	115.00
1 Relis, P.O.	\$180.00
1 Star Moon, P.O.	125.00
1 Star Moon, P.O.	125.00
1 Star Moon, P.O.	125.00
1 Star Moon, P.O.	125.00

HEATH DISTRIBUTING COMPANY	
217 THIRD ST.	PHONES 2621 and 1611
	MACON, GA.

WRITE-GET ON OUR MAILING LIST!	
PHONOGRAPHS	WALL BOXES
Wurlitzer 800R	\$425.00
Wurlitzer 818, Lite-Up	375.00
Wurlitzer 818, Lite-Up Orilla	225.00
Wurlitzer 41	149.50
Wurlitzer 24 Victory Model	445.00
Wurlitzer 100 Packard Keyboard	450.00
Seeburg Hi-Tone 850, ESRO	650.00
Seeburg Hi-Tone, ESRO, ES	650.00
Rock-Ola Super	645.00

ACCESSORIES	
Wurlitzer 412 Amplifier	22.50
Wurlitzer 24 Amplifier	22.50
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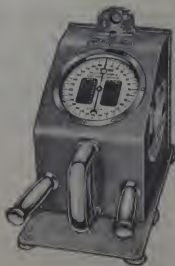
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10c	79.50	10c	169.50
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10c	79.50	10c	169.50
Walt. Rotaplay, 5/8, 10c	79.50	10c	169.50
10c	79.50	10c	169.50
Walt. Rotaplay, 5/8, 10c	79.50	10c	169.50
10c	79.50	10c	169.50
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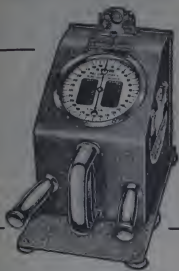
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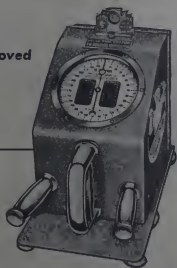
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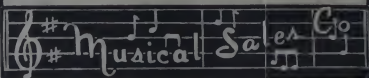
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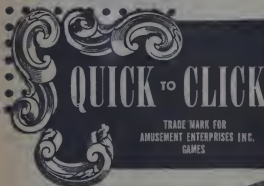
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BELLS	\$298.50 \$398.50	1 BALL F. P.	
RADIOTONE VOICE RECORDERS	F. P. K. SKEE ROLL BARREL	NEW GROETCHEN COLUMBIAS, \$132.50	NEW DAVAL GUSHER, \$60.00
WILLIAMS SUSPENSE, 5 BALL, \$279.50	BALLY SURF QUEEN, 5 BALL, \$289.50	STAGE DOOR CANTEEN, 5 BALL, \$249.50	NEW VEST POCKETS, \$74.50

MOVING ANNOUNCEMENT NEW ADDRESS

WE ARE NOW SITUATED IN OUR NEW OFFICES AND
SHOW ROOMS. ALL ORDERS PROMPTLY FILLED.

SLOTS AND SAFES

5c BLUE FRONTS	\$148.00	5c SILVER CHIEFS	\$185.00
10c BLUE FRONTS	188.50	10c SILVER CHIEFS	185.50
25c BLUE FRONTS	179.50	25c OAKLE 2/4, LIKE NEW	185.50
10c COPPER CHROMES, LIKE NEW	205.00	5c CHERRY BELLS	185.50
25c COPPER CHROMES, LIKE NEW	210.00	DOUBLE REVOLVING RIFLES	185.00
5c GOLD CHROMES, LIKE NEW	205.00	5c NEW VEST POCKETS	74.50
5c NEW VEST POCKETS	74.50	5c TRIPLE SAFES, HEAVY	189.50

ONE-HALF CERTIFIED DEPOSIT WITH ORDERS.

CENTRAL OHIO COIN MACHINE EXCHANGE

185-189 E. TOWN ST., COLUMBUS 15, O. Phone AD 7949, AD 7993

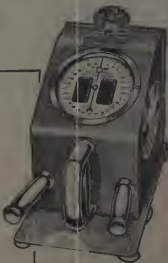
LIKE PENNIES FROM HEAVEN!

the NEW
GOTTILB

★ Improved
★ Deluxe

GRIP SCALE

3-WAY
STRENGTH
TESTER



RUSH YOUR ORDER
FOR EARLY DELIVERY!

WESTERN DISTRIBUTORS, INC.

3126 Elliott Avenue, Seattle 1, Wash.

America's Finest...

SELL US YOUR MUSIC MACHINES YOUR AMI TELEPHONE STUDIOS AND MUSIC EQUIPMENT

TAKE ADVANTAGE OF TODAY'S HIGH PRICES
Want Any Quantity, On or Off Location, or Complete
Routes Anywhere in the United States!
Will Pay Highest Cash Prices—Write-Wire-Phone

5 AMI Telephone Studios; Complete, Slightly
Used. WRITE—PHONE—WIRE FOR DETAILS!

NOW
DELIVERING
CHICAGO COIN'S

GOALEE

MUSIC MACHINES • READY FOR LOCATION

5 Wurlitzer 412	\$178.00	1 Wurlitzer 750E	\$778.00
5 Wurlitzer 510	285.00	1 Rock-Dia Super 40	485.00
3 Wurlitzer 24	335.00	3 Samsburg Hi Tone, ES	825.00
1 Wurlitzer 730E, Colonial Mod.	735.00	5 Samsburg Hi Tone, PCEB	675.00

WE CAN DELIVER ALL MAKES AND MODELS OF
PHONOGRAPHS
WRITE—WIRE—PHONE YOUR NEEDS

MISCELLANEOUS

25 NEW AMI BAR BOXES	\$23.00	4 Samsburg 20 Sel. 3-Wire	\$225.00
5 Samsburg 24 Bases, 3-Wire, 50	\$22.50	25 Buckley Bar Brackets	.96
5 Samsburg 24 Bases, Wireless	28.50	50 Buckley Potentiometers	2.50
50 Buckley 54 Record Boxes	12.50	5 Wurlitzer 412 Amplifiers	28.00
(lift-door)	8.50	10 Keaney Speaker Baffles	15.00
15 Wurlitzer #150 54 Bases	24.50	5 Chandler Speaker Baffles	15.00
10 Wurlitzer #125, 5/10/25	22.50	10 Wurlitzer 412 Amplifiers	28.00
10 Wurlitzer #145 Fast Recorder	40.00	5 Wurlitzer 412 Amplifiers	28.00
10 Wurlitzer #304 Recorder	19.50	5 Wurlitzer 412 Amplifiers	28.00
4 Samsburg 20 Sel. Wireless, 50	39.50	5 Wurlitzer 412 Amplifiers	28.00

NEW WURL. RECORD TRAYS. From Model 412 to 950. No Counter Models.
In lots of 100, 42c each in lots of 100 or more.

BUILT SPECIALLY FOR THE U.S. GOV'T

UNIVERSAL AMPLIFIERS

For all Wurlitzers, Rock-Dia and Seeburg Machines. Tone quality and plenty of volume. Complete with switches, volume control and tone control. **\$47-50**

ORDER IMMEDIATELY!

We will take all your used amplifiers and allow a credit on the purchase of the above amplifier.

1/2 Deposit, Balance C. O. D., F. O. B. Newark.

RUNYON SALES CO. OF N. Y.
593 TENTH AVENUE
NEW YORK 10, N. Y. LUNARAC 3-4820

RUNYON SALES COMPANY
123 WEST RUNYON STREET
NEWARK 8, N. J. BRIDLOW 3-0777

Another "PEACH FROM GEORGIA"!

GOTTLEB

Improved Deluxe

GRIP SCALE

3-WAY STRENGTH TESTER



A Peach of a
Money Maker!

Now Delivering! Order at Once!

HEATH DISTRIBUTING CO.
217 Third St., Macon, Ga.

Immediate Delivery!



We Will Not Be Undersold!

BLACK CHROME CABINETS* **\$2950**

*Brand New, Complete, only

GOLD or COPPER CHROME
CABINETS **\$2950**

*Brand New, Complete, only

GENUINE SILVER CHROME
CABINETS **\$3950**

*Brand New, Complete, only

These New Features Included in All Chrome Cabinets.

- Solid Durable Wood Cabinet
- Metal Reward Plate
- Dr. Proof Molding
- Cubic Handle
- Chrome Coatings
- Diameter
- Race Action
- Unbreakable Jacketed Glass
- 17" AB M.
- Indicator Typ
- Machine
- Speedy 5c
- Play
- 2 or 3 3 pa

American Amusement Co.
4047 W. FULLERTON AVE., CHICAGO 39, ILLINOIS • CAPITAL 5300

"IF YOU MISS US - YOU MISS MAKING MONEY"

Makes MORE Money!

THAT'S WHY

CHICAGO COIN'S

GOALEE

Has all the
Operators Talking

ONE OR TWO
NICKEL PLAY

CHICAGO COIN MACHINE CO.

1725 DIVERSEY BOULEVARD • CHICAGO 14, ILLINOIS



PRODUCTION IS STILL LIMITED -- SO ORDER TODAY FOR EARLIEST DELIVERY

IT'S CENTRAL'S SHOOT THE MOTHER-IN-LAW

GUARANTEED Greater Cash Returns

LOCATION TESTED AND WITH TOP COIN APPEAL
FOR ALL TYPES OF LOCATIONS

- Entire mechanism rebuilt by experts.
- Cabinet completely refinished.
- Scenery by Craig Parker, the largest and finest art studio which is devoting its entire time to the coin machine industry.
- Double Money Back Guarantee.
- None can compare—the best on the market.

BECAUSE OF VOLUME
PRICED LOW AT
\$152.50

F. O. B. CHICAGO
1/3 Deposit, Balance C. O. D.

— AND NOW —

TWO NEW COMPLETE SCENIC CONVERSIONS

Our own originals and done only as Craig Parker would do them
DON'T LET YOUR MACHINES GO COIN HUNGRY

SHOOT THE MOTHER-IN-LAW

IN 5 COLORS
Complete with Doll for
Seaburg Chicken Sam
\$14.50

KILROY IS HERE

A 5-COLOR JOB
"The Army's Hero" for
Seaburg Shoot the Chutes
NEW LOW PRICE
\$13.50

FINER WORK—HIGHER QUALITY—LARGER RETURNS

— GUN CABLES —

5-WIRE, TOP GRADE, ANY QUANTITY — 10c FT.

CENTRAL

COIN MACHINE COMPANY

2408 BRYN MAWR AVE. PHONE ARDmore 9345 CHICAGO 45, ILL.

Proven Through the Years
A WINNER!

GOTTLIEB

★ IMPROVED

★ DELUXE

GRIP SCALE

3-WAY STRENGTH TESTER



GET YOUR ORDER IN NOW
FOR EARLIEST SHIPMENT!

Also Delivering STAGE DOOR CANTEN

B. D. LAZAR CO.

1635 Fifth Ave.

Pittsburgh 19, Pa.

BADGER'S Bargains

"Often a few dollars less - Seldom a penny more"

KEENEY RECONDITIONED SUPER BELLS

KEENEY SUPER, 54, F.P., P.O.	\$298.80	KEENEY TWIN, 54-54, F.P., P.O.	\$350.00	KEENEY TWIN, 54-54, P.O.	\$350.00
KEENEY SUPER, 254, F.P., P.O.	350.00	KEENEY TWIN, 54-254, F.P., P.O.	375.00	KEENEY TWIN, 254-254, P.O.	425.00
KEENEY 4-WAY, 54-54-54, P.O.	475.00	KEENEY TWIN, 254-254, F.P., P.O.	425.00	KEENEY 4-WAY, 254-254-254, P.O.	550.00
KEENEY 4-WAY, 54-54-254, P.O.	550.00	KEENEY 4-WAY, 54-54-254-254, P.O.	575.00		

CONSOLES

MILLS THREE BELLS, 54-104-254	\$850.00
MILLS FOUR BELLS, LATE HEAD, 54-54-54-254	750.00
MILLS FOUR BELLS, LATE HEAD, 54-54-54-54	595.00
MILLS FOUR BELLS, ORID. HEAD, 54-54-54-254	495.00
MILLS FOUR BELLS, ORID. HEAD, 54-54-54-54	395.00
EVANS OMINIDE, LATE TWO TONE, D.D., J.P.	295.00
EVANS LUCKY LUCK, 54-54, 254	195.00
BALLY SUN RAY, F.P., P.O.	195.00
BALLY HI-HAND, F.P., P.O.	125.00
BALLY CLUB BELLS, F.P., P.O.	125.00
MILLS JUMBO, LATE HEAD, P.O.	149.50

ONE-BALL MULTIPLE, F. P. TABLES

BALLY THORNBRED	\$358.50
BALLY LONDRE	309.50
BALLY PIMICO	295.00
BALLY CLUB TROPHY	295.00
BALLY '41 DENBY	195.00
KEENEY FORTUNE	139.50
KEENEY SKY LARK	149.50
BALLY BLUE DRAB	149.50
BALLY RECORD TIME	149.50
BALLY DARK HORSE	125.50
BALLY SPORT SPECIAL	75.00
MILLS '41 1-2-3	75.00

LOS ANGELES see
Bill Happel
MILWAUKEE see
Carl Happel

MILLS SLOTS

MILLS REGULAR CHROME, 54	\$295.00
MILLS REGULAR CHROME, 104	310.00
MILLS REGULAR CHROME, 254	335.00
MILLS REGULAR CHROME, 504	445.00
MILLS BLUE FRONTS, 54	169.50
MILLS BLUE FRONTS, 104	189.50
MILLS BLUE FRONTS, 254	189.50
MILLS GOLD CHROME, 504	445.00
MILLS Q.T. GLITTER GOLD GT.	39.00
MILLS VEST POCKET, BLUE, GOLD	49.50
MILLS VEST POCKET, CHROME	59.50

PHONOGRAPHS, WALL BOXES AND SPEAKERS

ROCK-OLA COMMANDO	\$555.00	WURLITZER MODEL 850	\$795.00
ROCK-OLA PREMIER	575.00	WURLITZER MODEL 800 VICTORY	850.00
ROCK-OLA SUPER NEW ROCK-OLITE	495.00	WURLITZER MODEL 24 VICTORY	495.00
ROCK-OLA WATER NEW ROCK-OLITE	475.00	WURLITZER MODEL 500	475.00
ROCK-OLA SPECTRAVOX, PLAYMASTER	460.00	WURLITZER MODEL 500	460.00
ROCK-OLA SPECTRAVOX	100.00	WURLITZER TWIN 12	225.00
PACKARD PLAMOR BOXES	27.50	KLEERTONE SPEAKER CABINET, 28" 16" 16"	24.50
ROCK-OLA LATE BAR BOXES	154.50	KLEERTONE SPEAKER CAB. 27 1/2" 25 1/2" 14"	34.50
ROCK-OLA 54-104-254 BAR BOXES	49.50	WALNUT SPEAKER CABINET, 16" 14" 8 1/2"	4.95
ROCK-OLA WALL BOXES	18.50	METAL SPEAKER CABINET, 16" 14" 8 1/2"	5.95
5-WIRE CABLE, PER FOOT	.12	12 IN. P.M. 20.02. SPEAKER	12.50
5-WIRE CABLE, PER FOOT	.22	12 IN. P.M. 18.02. SPEAKER	9.75

STANDARD BRANDS

DEPENDABLE COIN MACHINE PARTS, SUPPLIES AND ACCESSORIES

WURLITZER AND SEEBURG MAIN GEARS	\$ 2.95	AMPLIFIERS, FITS ALL MODELS	\$45.00	ELECTRIC SPEED SOLDERING GUN	\$12.50
CRYSTAL PICK-UP, ALL MODELS	3.00	TITLE STRIPS BRISTOL, 1,000	5.55	SOIL WINDING MACHINE	7.95
MICRO SWITCH, RED OR GREEN	1.25	TUBULAR COIN WRAPPERS, PER 1,000	.35	WIRE STRIPPER AND CUTTER PLIERS	4.95
WURLITZER STAR WHEEL AND PIN	.75	2-WIRE ZIP CORD, 250 FT.	5.95	WALSCO STAPLE DRIVER	5.70
WURLITZER MOTOR BELTS, ALL SIZES	1.25	RECORD CARRYING CASE	7.95	ALL PURPOSE MACHINE TESTER	5.50
WURLITZER BRAKE-BANDS, ALL SIZES	1.25	CONTACT SERVICE KIT	1.95	SPIFFING WELDER	4.85
WURLITZER PLASTICS, ALL MODELS	W104	BUL MACHINE SPRING KIT	9.95	ALL-PURPOSE SOLDERING PENCIL, 4 TIPS	4.50
PHONOGRAPH CASTERS, SET OF 4	1.45	500 LOCKS, LONG BARREL	12.50	LIFETIME PRESSURE OILER	2.95
SEEBURG OR ROCK-OLA TRAYS	.45	DUO LOCKS, STANDARD	.75	A.W.T. 500 COIN SHUTS, ALL MODELS	3.50
				ALUMINUM NIKEL COIN COUNTER	1.95

BADGER SALES COMPANY

1612 WEST PICO BLVD. All Phones: Drexel 4326 LOS ANGELES 15, CALIF.

BADGER NOVELTY COMPANY

2346 N. 30TH STREET All Phones: Kilbourn 3030 MILWAUKEE 10, WIS.

Sensational ROLL-A-BALL Barrel Roll

THE NINE BALL ALLEY

WITH THE PLUS

FEATURE

REVOLVING BARREL

Not just another skee ball alley

It's the greatest income producing

LEGAL GAME ever manufactured

And that has been proven where the

praying means most - in locations

Hundreds of BARREL ROLLS are now

in operation throughout the nation

making millions for their owners

Show Us This Gravy ORDER YOUR

BARREL ROLL TODAY!

NOW BEING SHOWN AT YOUR NEAREST DISTRIBUTOR

OR WRITE - WIRE - PHONE

Jafco Inc.

JOHN A. FITZGIBBONS
AL SCHLESINGER

776 Tenth Avenue
NEW YORK 19, N.Y.
PHONE COLUMBUS 5-7996

\$379.50

FEATURES

- Legal Game
- Proven Income Producing
- Simple Operation
- Small Space Required
- Attractive Appearance
- Builds and Maintains Skill
- Competition Worthy
- Easy Maintenance

COLUMBIA BELLS

NEW—IMPROVED—1946 MODELS

IMMEDIATE DELIVERY

Fresh off the production lines—featuring an array of new mechanical improvements—comes the famous COLUMBIA TWIN JACKPOT BELL!

These new, improved 1946 models in dazzling, durable Hommerfold finish are changeable *right on location* to 1-5-10-25c play; hence, you get the service of four machines for the price of one...plus double slug protection!

COLUMBIA makes more money *f-a-s-t-e-r*—costs less money to own:

OPERATOR'S PRICE

\$132⁵⁰ FOB

Chicago, Ill.

All orders must be accompanied by a one-third deposit, postal money order or certified check, balance C.O.D.

GROETCHEN TOOL COMPANY

RANDolph 2807 126 N. Union Ave., Chicago, Ill.



NEW MACHINES NOW BEING DELIVERED
NOW TAKING ORDERS FOR ART CHALLENGER
MARVEL'S LATEST NEW REVAMP—CATALINA...\$249.50
 UNITED RIVIERA\$279.50
 UNITED STREAMLINER\$249.50
 STAGE DOOR CANTEN\$249.50
 MILLS NEW BLUE AND GOLD VEST POCKET74.50
 GOALEE525.00
 TOTAL ROLL525.00
 BIG HIT—EXHIBIT'S NEW 5-BALL298.50

NOW DELIVERING STAGE DOOR CANTEN

Exclusive Distributors for NORTHERN ILLINOIS, NORTHERN INDIANA,
EASTERN IOWA AND MICHIGAN.

A Proven Money Getter by Actual Test!

JENNINGS BRONZE CHIEF		JENNINGS SUPER DELUXE CHIEF	
5c	\$249.00	5c	\$274.00
10c	\$239.00	10c	\$284.00
25c	\$269.00	25c	\$294.00

RECONDITIONED PIN GAMES

Big Chief	\$159.00	Game Victory	\$144.50	Big Top	\$69.50
Big Parade	140.00	Marvel Baseball	80.00	Horoscope	69.50
Shower	139.50	Tropic	84.50	Sea King	69.50
Air Circus	100.00	Tarzan Mustang	79.50	Whod Daps	69.50
Big Top	129.50	Monarch	79.50	4 Diamonds	69.50
Big Rador	129.50	Roughne	79.50	4 Rows	69.50
4 Aces	129.50	Warri Beach	79.50	Star Attraction	69.50
Big Valley	129.50	Spot Pool	74.50	7-Up	67.50
Ironman	100.00	But Outh	72.50	Big Bowler	75.50
Marines at Play	110.00	Galaxy	72.50	Ten Spot	64.50
Flying Tigers	110.00	Slipper	72.50	New Game	125.00
Venus	89.00	Slings	72.00	Big Chief	69.50

ONE BALLS—ARCADE EQUIPMENT—SLOTS

ONE BALLS		ARCADE	
Turn King, P.O.	\$325.00	Tommy Gun	\$ 88.00
Jacky Club, P.O.	325.00	Kaiser Submarine	125.00
'51 Derby, F.P.	325.00	Silo the Jap	125.00
Dark Horse	185.00	Western Major League	105.00
Shir's Rooster, F.P.	185.00	Battling Practice	110.00
Record Time, F.P.	185.00	Shoot to Take	125.00
Club Trophy, F.P.	275.00	Chicago Coin Hackey	210.00
Blue Gray	185.00		
Long Shot	250.00	SLOTS	
Spot King	275.00	2 West, Reelco	\$ 85.00
Wild Luck	275.00	Mills Q.T.'s Glitter Game, Reelco, 5c	89.50
Mills Owl, F.P.	79.50	Mills 5c West Pocket, Reelco	49.00
ARCADE		Jenn. Sky Chief, 5c, Chrome Front	135.00
Big Fish	\$250.00	Mills Blue Front, 10c	160.00
Big Rader	125.00	Mills Blue Front, 25c	175.00
Rapid Fire	150.00	Mills Brown Front, 5c	175.00
Shoot the Chute	110.00	Mills Brown Front, 10c	175.00

NATIONAL COIN MACHINE EXCHANGE

1411-13 DIVERSITY BLVD. (PHONE: BUCmphin. 5-666) CHICAGO

GOTTLIEB

Improved De Luxe

GRIP SCALE

3-WAY STRENGTH TESTER

Hundreds of Operators Have Requested That Production Be Resumed
on This Machine That Has Been a Proven Money-Maker Since 1928!

LOOK AT ALL THESE FEATURES:

- Time-tested, tremendous profit maker!
- 1c play—sure-fire penny catcher!
- Operate in your present location—no additional overhead!
- Entirely mechanical, trouble-free operation—ruggedly constructed!
- 3-way tester triples the take

EXCLUSIVE DISTRIBUTORS IN NEW ENGLAND

TRIMOUNT COIN MACHINE CO.

40 Waltham Street (Tel. LIBerty 9480) Boston 18, Mass.

THE GOLDEN FALLS

A product of Mills



Drenched with beauty! Flooded with mechanical improvements, this new addition to Mills Bell line is now in production. Features the hand load Jackpot in dominant display. The eye-appeal is terrific, the player appeal assured. Be the first to operate Mills Golden Falls—place your order at once to insure your priority on shipment.

BELL-O-MATIC CORPORATION

EXCLUSIVE NATIONAL DISTRIBUTOR, MILLS BELL PRODUCTS

{ 4100 Fullerton Ave.
Chicago 33, Illinois



PREMIERE SHOWING

BELL PRODUCTS CO. 2000 N. OAKLEY CHICAGO



Patents
Pending

Thursday, Friday and Saturday
April 18, 19 and 20th

Most of you have already seen many of the newest Phonographs, Pin Games, Consoles, Cigarette Machines, Arcade Machines and other coin operated devices —

... and NOW ... the BEACON COIN CHANGER!

The BEACON COIN CHANGER changes quarters or dimes into nickels with the speed of lightning! Makes change in less than a second! The BEACON COIN CHANGER holds \$40.00 in nickels.

**THE BEACON COIN CHANGER
IS ELECTRICALLY OPERATED!**

THE BEACON COIN CHANGER

Can Be Used Practically EVERYWHERE!

In ANY Location With

PHONOGRAPHS
PIN GAMES

CONSOLES
VENDING MACHINES

Here's an idea of where the BEACON COIN CHANGER will serve the public who want nickels in a hurry—

TELEPHONE LOCATIONS
RAILROAD STATIONS
AIRPORTS
BUS STATIONS
SUBWAY STATIONS
HOTELS
ARCADES
CLUBS
FACTORIES
THEATRES

OFFICE BUILDINGS
PUBLIC PARKS
RADIO STATIONS
SOFT DRINK STANDS
DEPARTMENT STORES
CITY BUILDINGS
COUNTY BUILDINGS
STATE BUILDINGS
FEDERAL BUILDINGS

A glance through your local classified directory will immediately bring to mind scores of other ideal locations where the BEACON can be used successfully.

TO MEN OF VISION!



AL SEBRING

I cordially invite you men of vision to attend the Premiere Showing of the BEACON COIN CHANGER at our showrooms on Thursday, Friday and Saturday, April 18, 19 and 20.

I have been associated with the Coin Machine Business for more than 15 years. Many changes have taken place in the field since then. Believe me when I say that I have yet to see any device that will do more for an operator while he is away from ANY location than will the BEACON COIN CHANGER! Here's something you've been dreaming about! A device that provides nickels for players of your machines WITHOUT LOSS OF PLAY. WITHOUT BOTHERING THE LOCATION OWNER. WITHOUT MIDNIGHT SERVICE CALLS FOR NICKELS!

But that's not all the BEACON COIN CHANGER will do for you. Space does not permit the listing of all locations where the BEACON COIN CHANGER can do a BIG job of feeding wanted nickels to a rushed public.

All of us at BELL PRODUCTS are ready to welcome you on APRIL 18, 19 and 20th.

FRANCHISED TERRITORIES ARE AVAILABLE TO RESPONSIBLE DISTRIBUTORS

BELL PRODUCTS CO.

2000 N. OAKLEY

Humboldt 3027

CHICAGO 47, ILL.

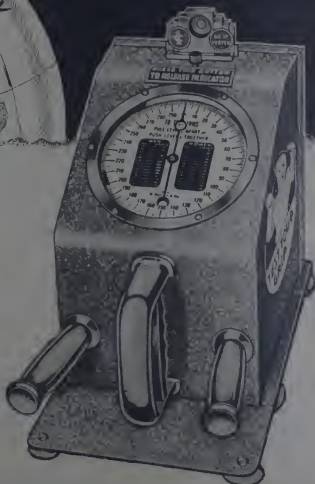
The Sun Never Sets on a
GOTTLIEB
 Improved DeLuxe
GRIP SCALE
 3-WAY STRENGTH TESTER

*Consistently Best
 the World Over
 Since 1928!*

**1st in
 PERFORMANCE...
 PROFITS...
 QUALITY!**

**THE ONLY GRIP MACHINE WITH
 ALL THESE TIME-TESTED FEATURES!**

- **BUTTON INDICATOR CONTROL**
for competitive play
- **ANTI-TILT DEVICE**
prevents cheating
- **CHROME HANDLES THROUGHOUT**
full chrome trim
- **NON-CLOG SLOT**
button in rear instantly clears obstructions
- **SEPARATE CASH BOX**
absolutely tamper-proof
- **TENSION ADJUSTMENT**
may be set to suit location
- **BELL ADJUSTMENT**
may be set to ring bell at any number
- **CASE**
heavy gauge uni-steel construction
- **6 RUBBER SUCTION CUPS**
hold machine securely to counter



Convenient Location Size: Only 8¾" Wide, 13½" deep, 12½" high. Chinese red, cracked Duco finish. Shipping weight, 27 lbs.

Tests strength of hands for Grip... tests strength of arms for push and pull... but best of all, this long-time location favorite passes every test for money-making power! Gottlieb's De Luxe GRIP SCALE is a handsome, rugged champion, with new improvements to give you even finer trouble-free operating and consistent top earnings. Treat yourself and your locations to the Grip Scale that since 1928 has proved...

There Is No Substitute For Quality!

NOW DELIVERING!

ORDER FROM YOUR JOBBER TODAY!

STAGE DOOR CANTEN
 None Better!

D. GOTTLIEB & CO.
 1140 N. KOSTNER AVE. CHICAGO 51, ILLINOIS

JOIN CMI NOW!

PERFECT REPRODUCTION



DIRECT FROM SPEAKER TO EAR!

FULL RANGE OF HARMONICS
AND TONE FREQUENCIES!

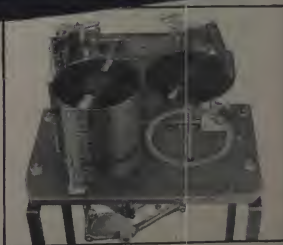
UNDISTORTED BY
LOCATION OBSTACLES!

Challenger '47

THE **ONLY** 30-RECORD PHONOGRAPH
One Side ELECTRIC SELECTION

PLUS *the Most Reliable and Trouble-Free
Mechanism in the Music Industry!*

CHALLENGER AUTOMATIC MUSIC AND CHALLENGER DRINK DISPENSER ON DISPLAY CHICAGO SHOWROOMS



Challenge

AUTOMATIC EQUIPMENT



Industries

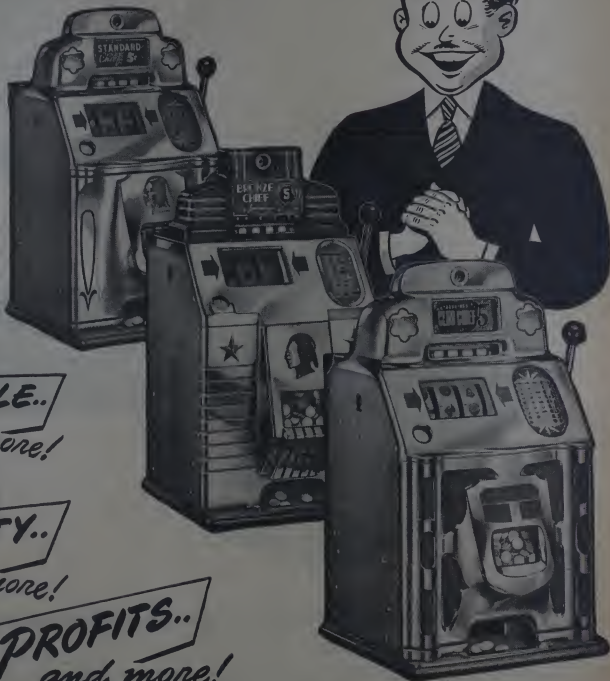
DIVISION OF U. S. CHALLENGE CO.

GENERAL OFFICE AND SHOWROOMS
FIELD BUILDING CHICAGO, ILLINOIS

FACTORIES:
BATAVIA, ILL. WICHITA, KAN.
CENTERVILLE IOWA

EASTERN OFFICE:
45K BUILDING,
250 W. 57th STREET,
NEW YORK 19, N. Y.

THE "AHS" HAVE IT!



SPARKLE..
and more!

BEAUTY..
and more!

PROFITS..
and more!

Terrific! . . . Of Course, it's from Jennings!

Now on display at your distributor's or dealer's.

O. D. JENNINGS AND COMPANY

4307-39 WEST LAKE STREET • CHICAGO 24, ILL.



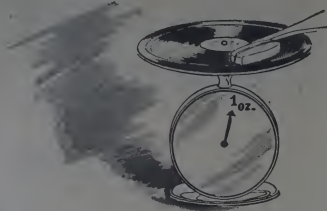
"CHATS WITH DOC"

Demountability

"Take a look inside the new A.M.I. phonograph and you're impressed by the presence of wing nuts. The wing nuts are there to make it easy for the service man to demount the mechanism

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